

Churchill County, Nevada 2010 Community Assessment

Final Report



Presented by:

Nevada Rural Development Council



In Cooperation with:

University of Nevada Cooperative Extension



Churchill County Community Assessment – 2010

Churchill County Community Assessment

April 2010

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Introduction

The Churchill County Commission in an effort to update the County Master Plan determined to seek input from county residents. The County Planning Department took the lead in this effort and commissioned the Churchill County Community Assessment. The county successfully obtained support for the assessment through the Community Development Block Grant Program (CDBG) from the Nevada Commission on Economic Development. The county also received support from Nevada State Bank. Through these various resources, the county contracted with the Nevada Rural Development Council (NRDC) to complete the Churchill County Community Assessment.

The NRDC selected seven individuals who live and/or work in Rural Nevada to serve as a resource team. The resource team spent four days in Churchill County. Team members learned a great deal of new information as they listened to county residents express their thoughts and feelings. The team felt a genuine sense of commitment to this grass roots process. They were pleased and honored to be invited into your community, your businesses, and your friendship.

This assessment would not have happened had the Commissioners not wanted sincerely to “listen to their constituency.” There is considerable information in this report ranging from citizen comments to recommendations from the community assessment resource team including potential resources. This assessment could not have been possible without the great turnout by residents of Churchill County 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 Churchill County 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

Clearly this type of effort could not have taken place without the hard work and commitment of many different people from the local community. First is the willingness of the Churchill County Commission to seek input from county residents as to their thoughts about the future of the county. Second is the work by the staff of the Churchill County Planning Department in pre-planning efforts and logistical support for the resource team. Special acknowledgement goes to Eleanor Lockwood, Terri Pereira, and Debi Kissick without whose help this assessment could not have taken place. Third is the Local Steering Committee made up of volunteers who took a genuine interest in helping with this process, taking time to invite participation, make arrangements, send memos, and create flyers, brochures and other means to promote the assessment. None of this process would have been made possible however without the participation of the citizens of Churchill County. Not only did many of you participate, you also made the team feel warmly welcomed in your community.

One of the highlights for the resource team was the tour of the county with Eric Grimes, Churchill Economic Development Authority Executive Director as driver and tour guide. Through the tour the team was able to see much of the Lahontan Valley and recognize its potential not only for new and expanding business but also as a center for agricultural production. One stop in particular showed them the potential for crop diversification when they visited with Charlie Frey and explored his vineyard and winery. The team also appreciated the opportunity to view Fallon Naval Air Station (NAS Fallon) from the observation deck of the control tower. In addition the team received a tour of the Fallon Paiute-Shoshone Tribe Colony and Reservation guided by Lance Shumway, Assistant Director for Economic Development. These tours set the tone for the four day visit to Churchill County.

Members of the team spent the remainder of the four days listening to and evaluating the many comments they heard from those of you who participated in the 16 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.

As in the case with all previous community assessments facilitated by NRDC, Nevada State Bank provided \$1,000.00 to Churchill County to show their support for strategic planning in rural Nevada. Another generous contributor to this process was the Western Nevada Development District that provided staff who recorded the comments from the citizens throughout Churchill County. And finally, support for this process was provided by the University of Nevada Cooperative Extension both through the Churchill County office and State Administration. Extension's support throughout the process contributed to the success of this exercise and it is also a testimonial to their commitment to rural Nevada.

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. The executive committee members are: Keyth Durham – Chair, Doug Busselman – First Vice Chair, Ron Radil – Second Vice Chair, Tom Harris – Secretary, and Winnie Dowling – Treasurer. 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.

Churchill County resource team, steering committee, 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 Churchill County.

Process for the Development of this Report

The Nevada Rural Development Council (NRDC) assembled a resource team to assist Churchill County in evaluating community challenges and assets in developing suggestions for improving its quality of life, social and economic future. All team members were trained and certified to complete the process. The four-day assessment began Monday, February 8, 2010 and concluded with a Town Hall Meeting at the Fallon Convention Center on Thursday, February 11, 2010.

Before the resource team started the assessment they were briefed with the demographics of Churchill County and then given the listening session schedule. The first component of the assessment was a meeting with local officials who briefed the team on local concerns and activities. The briefing was followed with a community tour provided by Churchill Economic Development Authority Executive Director Eric Grimes. On Wednesday, February 10, the team was also given a tour of the Fallon Paiute-Shoshone Tribe Colony and Reservation provided by Lance Shumway, Assistant Director for Economic Development. The team participated in the 16 listening sessions and received more than 1200 citizen comments that led to the formulation of the nine 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 greatest assets or strengths in your community?**
- **What projects or initiatives would you like to see completed in the next 2, 5, 10, & 15 years 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 and then presented it to the community.

During the weeks following the assessment, the resource team prepared this report for the community including major themes, recommendations and resources. A Draft of this report was presented at a Town Hall Meeting on Monday, April 26, 2010. At that meeting, priorities were chosen and residents volunteered for work groups that will carry out specific elements identified through the assessment. NRDC will be working with the community during a follow through campaign to assist in the development of strategic plans for the priority themes.

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Schedule of Listening Sessions

Monday, February 8, 2010	Listening Session	Location
10:00 AM to 11:00 AM	Orientation Meeting with Community Leaders	Admin complex
11:00 AM – 2:30 PM	Resource Team Area Tour	
3:00 PM – 4:00 PM*	Active Duty Personnel	NAS Fallon
4:15 PM – 5:15 PM*	Civilians Personnel & Contractors	NAS Fallon
5:45 PM – 6:45 PM	WNC Students & Staff	Western Nevada College
Tuesday, February 9, 2010	Listening Session	Location
9:00 AM – 10:15 AM*	High School Students	High School
11:00 AM – 12:00 PM	Persons with Disabilities	Multipurpose building
1:30 PM – 3:30 PM	Open Session	Multipurpose building
3:45 PM – 4:45 PM	Educators	Multipurpose building
5:00 PM – 6:00 PM	Agricultural Community	Cooperative Extension
7:00 PM – 8:00 PM	Businesses Community	Cooperative Extension
Wednesday, February 10, 2010	Listening Session	Location
7:30 AM – 8:30 AM	Businesses Community	Multipurpose Building
10:00 AM – 11:30 AM	Senior Citizens	Senior Center
1:00 PM – 2:00 PM	Faith-Based Community	Multipurpose building
3:15 PM – 6:00 PM	Fallon Paiute-Shoshone Tribe	Tribal Learning Center FPST Reservation
7:00 PM – 8:00 PM	Open Session	Cooperative Extension
Thursday, February 11, 2010	Listening Session	Location
7:00 AM – 8:30 AM	Health Professionals	Convention Center
8:30 AM – 9:30 AM	Veterans	Convention Center
6:00 PM – 8:00 PM	Town Meeting	Convention Center

All listening sessions were open to the general public EXCEPT those marked with *

Executive Summary

One of the words heard frequently by the resource team in their 16 listening sessions was “community.” Residents of Churchill County and the City of Fallon have a strong sense of community and are proud to live where they do. Some of the comments the team heard included: “We have a nice mixture in the community of a variety of people – military, farming, service, and manufacturing; it is a nice balance.” “This is a community that values family. The word is out on what a great place this is.” “The area still has a base of old-time and long-time families who live here. They are a source of strength to those that have come into the area.” “Fallon is a community where the past is in sight and the future is taking flight. This is true; our core is in our families yet supersonic jets fly over every day.” Even though challenges and problems were identified, the overwhelming sentiment was that this community is capable of coming together and making itself a better place to live and raise a family.

As the seven person team, a group of individuals who live and/or work in rural Nevada, came to Churchill County, they left their preconceptions at home and brought objective, non-threatening ears to each listening session in order to hear and reflect upon comments made by local residents. Out of these sessions, the team identified nine themes that arose from those comments. These themes include in alphabetical order: Communication, Infrastructure, JOBS !! – Economic Diversification, Positive Image Projection – Branding, Protect our Agriculture, Recreation, Transportation, Water, and Youth. In this report, every theme is addressed by two team members; each bringing his or her unique perspective to their analysis of that theme. The analysis includes an overview of what the team members heard and recommendations to address the issues inherent in the theme. The analysis then identifies resources that may help implement the recommendations.

The leadership of Churchill County is to be commended for having the foresight to undertake this community assessment. It provides a tool for community leaders and ordinary citizens to focus resources and energy toward addressing identified areas of concern. Only as individual citizens become engaged in their community, however, will this assessment be of any real value. Community members cannot shirk their responsibility for making good things happen. Each citizen should decide which theme or issue is important and then get involved in making a difference in their community. It is this engagement that will make Churchill County all that it can be.

The resource team wishes to thank the people of Churchill County for their hospitality during the assessment process. Each team member is grateful for the opportunity to help make this effort a success. It is now up to individual members of the community to make this document come alive and become part of local efforts to help Churchill County grow and prosper.

Major Themes

Communication

- Getting the word out – Public Notification
- City/County/Tribe/Base Relationships
- Opportunities to Strengthen relations with Hospital, Education, Federal /State Entities

Infrastructure

- County Industrial Park
- Street Condition and Safety
- ADA Accessibility
- Workforce Housing
- Rail Access
- Better Sewer and Water Availability in the County
- Aging Power Grid

JOBS !! – Economic Diversification

- Clean, Green Hiring Machine
- Geothermal, Solar, Wind
- Military Support Industry
- Agricultural Support Industry
- Retail Diversification
- Balance Rural Lifestyle with Development
- Be careful of what you ask for
- Enhance Entrepreneurial Environment
- Workforce Development

Positive Image Projection – Branding

- Focus on the Positive
- Maine Street Redevelopment
- Telling our Story
- Nevada Still Lives on in Fallon
 - Friendly People
 - Heritage Families complemented by Cultural Diversity
- NAS Fallon
- Schools, Hospital, Law Enforcement, Safety, Veterans

Protect our Agriculture

- Conservation Easements
- Value Added Agriculture
- Agricultural Diversification
- Agri-Tourism
- Critical to Rural Character

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- Industrial Development that Complements Agriculture
- Enable Long-term Farming and Ranching
- Educate Urban Areas as to Where Their Food Comes From

Recreation

- Hub to Outdoor Adventure and Recreation
- 60 Miles to anything you want
- Multigenerational Sports Center
- Hike and Bike Trails
- Covered Events Center
- Stillwater Wildlife Refuge and Lahontan Reservoir
- Protect Golf Course
- Current and Future Community Events
- New Movie Theater

Transportation

- Affordable Intra- and Inter-City Bus Service
 - To and From the Base
 - To and From the Reservation
 - To and From Reno
- Barriers to Youth Transportation
- Commuter Train
- Truck Route Around City Center
- Transportation Planning

Water

- Restore Canal Capacity to Historic Levels
- Protect Water Rights
- Promote Water Quality
- Educate Others to the Importance of Water Uses
- Encourage Water Efficient Agriculture

Youth

- Many Sports Activities
- Desire for more Affordable Activities
- Youth Center
- Lack of Supervised Activities and Jobs lead to Bad Choices and High Risk Behaviors such as Smoking, Alcohol, Drugs, Fighting, Teen Pregnancy
- Large Number of Students would stay if there were jobs
- Expressed Entrepreneurial Spirit Among Students
- High Interest in Vocational Education

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Theme: Communication – Lisa Dayton

Issues:

Comments related to communication arose at practically every listening session and were split between two basic communication sub-themes. The first sub-theme is based on several comments related to the community's desire to see better inter-governmental communication amongst city, county, NAS and tribal leadership. Comments related to a second sub-theme were heard that expressed a general need for a more effective means of getting the word out to citizens regarding community events, meetings and announcements.

Inter-Governmental Communication – City, County, NAS, Tribe

Individuals who hold leadership positions at the county, city and NAS presented positive comments regarding communication amongst themselves, whereas citizens had no tangible evidence of good communication and commented that there was room for improvement and that leadership positions needed to work better together. Comments from tribal members revealed a communication barrier and a desire to be more included in forward looking discussions.

Getting the Word Out

Citizens felt they were not receiving adequate notice of political forums, recreational events, special interest meetings, etc. When listening session participants were asked how they typically receive community information, the responses included newspaper, radio, bulletin board, email, word-of-mouth, websites, and publications. The problem didn't seem to be lack of effort in getting the word out, but rather a scattered approach and diminished focus.

Quotes:

- More communication because some people don't get the paper and sometimes a lot of people that don't know there are a lot of programs going on.
- Help others understand our plight in terms of the canal, and rebuild relationship between Fallon and Fernley. Communities and governments need to understand that. More working together.
- Getting the word out to people; have a forum right here, right now, see it in paper, getting word out to people is extremely difficult. Need to find a venue to let them know what you're doing.

Recommendations:

The community would likely benefit from observing leadership positions effectively and positively communicating. There were several citizens that mentioned they routinely listen to the radio and this might be a cost-effective means of broadcasting roundtable discussions amongst city, county, NAS, tribal, business and agricultural leaders. A question/call-in feature would give concerned citizens a voice, and the venue would provide another opportunity to promote upcoming events.

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A local talk show might also be used an opportunity for students at WNC to get an introduction to broadcasting, hosting, and media production. This type of effort may qualify for grant support from foundations. Foundations that have been known to support media, radio and journalism in Nevada are the Harrah's Foundation and the Donald W. Reynolds Foundation which specifically targets enhancing the quality and integrity of journalism in smaller communities.

Resources:

Harrah's Foundation, Lisa Mariani (702)494-4825

Donald W. Reynolds Foundation, Karina Mayer (702)804-6000

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Theme: Communication – Shelley Hartmann

Issues:

- The listening sessions all showed a concern from every group regarding lack of communication within the community. It was apparent after a tour of the community that the opinion of various citizens was not matching up with the available services and businesses and attitudes of other people and groups.
- Cross cultural communication was a problem in the high school and the basis of a culture of fighting, drugs and alcohol.
- Cross Cultural-intergovernmental communication was mentioned often as a problem.
- Inter governmental communication was cited in every single listening session as a problem.
- School students stated they need to have more opportunities for future employment, that there was nothing to do if you weren't a jock and there was no summer employment and no transportation.
- Members at the Senior Center also stated they have a desire to become more involved in the community. They wanted to know when there are events to participate in with the youth; they were concerned that unless you had a child in the system you never know that there is an event in the school system.
- The military feels unwelcome in the community.
- The community at every single listening session noted as an asset the military and how proud they were of the base.
- Students said they would like more vocational job-ready training and business development education.

Recommendations:

- Use an electronic community bulletin board /newspaper/ bill inserts /bulletin boards to reach each group, senior citizens, students, tribal, city, county. The people all expressed frustration about lacks in areas that there was no lack, but the information was not out into the community. Make an effort to develop a fax list, mailing list and public bulletin board list so that notices are available to every part of the community.
- Change the community conversation. Provide front line training for every worker in restaurants, casinos, stores, etc. so that each person has information and well thought out answers to questions coming from the community.
- Provide a Community Business Guide and transportation information to enlisted folks at the base. Develop a bus or community ride system to enable military personnel to come into town.
- Celebrate a Military Appreciation Day.
- Encourage leadership meetings across the community to include military, city, county, tribe, school, youth. Create some sort of cross cultural community face to face opportunities where an open forum can tackle perceived communications issues. All groups expressed frustration about lack of cooperation between the city-county-tribe-

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base leadership. It appeared that the ‘leadership’ thinks they all get along, but that information is not making it to the rest of the people.

- Offer ways for youth and seniors to interact with each other such as reverse mentoring where students can help the seniors learn how to use and access information on line from a community bulletin board that the students could design and roll out to the community.
- Develop a business coupon outreach to the base that includes menus, coupons, business directory, etc. Create a welcome wagon program.
- Coordinate joint celebrations to include city-county-tribe-base residents. All groups seemed myopic and had not reached out. They feel they had been rebuffed once and had given up on communication.
- Celebrate the rich cross cultural opportunity with tribal members, visitors from other countries on the base, and the rich pioneer heritage of the community.
- Develop and keep a public relations program that addresses a problem using a fact type of format. If the water is poison, why are there so many octogenarians in the community? Celebrate the melons and their award winning flavor, the wine and its awards, the high quality of food, the air and the people the community has to offer the visitor and potential industry.

Resources:

Churchill County Communications – for inserts, public information flyers

http://www.ccomm.net/ccomm/contact_us.aspx

50 West Williams Avenue

Fallon, NV 89406

Phone (775) 423-7171

Churchill County School District

<http://www.churchill.k12.nv.us/education/district/district.php?sectionid=1>

Chamber Nation/EcTownUSA, LLC – for community connected software, website development

<http://www.chambarnation.com/>

231 W. Main Street

(P.O. Box 3466)

Quincy, CA 95971

Phone: (530) 283-5553

Fax: (800) 662-0716

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Theme: Infrastructure – Carl Dahlen

Issues:

Three of the issues identified as infrastructure related issues are covered under the Transportation Theme. Those three include an Industrial Park, Street Condition and Safety, and Rail Access. This report includes ADA Accessibility, the Aging Power Grid, and Public Services.

Persons with disabilities have difficulty in accessing various locations and activities in Churchill County. The federal Americans with Disabilities Act (ADA) requires access to public facilities for persons with mobility issues. While most public buildings are accessible, many businesses are not. Also, some public facilities have limited or no access for persons with mobility issues. For example, the outdoor swimming pool does not have a ramp for wheel chair access. It can only be used if someone is able to help a person up the stairs. Only one park is totally accessible. Others, including the newest park, only have partial access. There is a feeling that some people think that as long as one park is accessible that the rest don't need to meet ADA requirements. On a positive note, the CART bus system is equipped to provide transportation for persons with disabilities and is easy to use.

When asked, "How wide spreads are electrical problems?" one respondent said, "They occur a few times a week." Another respondent indicated that his business is dependent on consistent electricity because they use electronic instruments and brownouts regularly take down their equipment. These issues appear to be located in certain parts of the community, particularly along Sheckler Road. At one point, a transformer exploded because it was overloaded or out dated for current use. Another concern expressed was that internet access fluctuates; sometimes it is on and other times off.

A third issue arising from infrastructure concerns related to public services. In most cases residents had very positive responses toward local public services. Banner Churchill Community Hospital is seen as a progressive facility and a great place to work. One concern raised was that often local residents have doctors in Carson City or Reno/Sparks so that when they need hospital services they need to go to out of the area to receive those services. High praise was given for local fire and rescue services. One resident praised the quick response time to an emergency call. "We have an awesome fire department in Fallon," was a comment echoed by many respondents. In addition, several good comments were given to the police department and the Sheriff's Office. The resource team was particularly impressed when these comments were heard in the high school listening session.

Recommendations:

In regard to ADA access, local residents and officials should increase their awareness of the needs of people with disabilities and limited mobility. The Northern Nevada Center for Independent Living has an office in Fallon. The Center can provide a variety of services not only for those desiring to live independently, but also to local governments, businesses and other interested persons to help raise awareness and improve access issues. Accessibility issues are not optional. All public facilities and services must be accessible to all residents. These

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requirements also apply to businesses doing business with the public. Fortunately, there are resources to help pay the cost of ADA compliance. One resource is the Nevada Community Development Block Grant (CDBG) Program based in the Nevada Commission on Economic Development. CDBG funds may be used to help meet ADA compliance issues including accessibility. Persons with disabilities are considered eligible beneficiaries of grant funds by definition and not just by income level. Other resources may be available as well. The Nevada Department of Health and Human Services through the Division of Disability Services may have information on resources to address these issues. The Center may be able to help identify resources as well.

In regard to electrical power issues, NV Energy is the local service provider. During the listening sessions, respondents seemed to think NV Energy was in the process of upgrading the system to reduce or eliminate electrical problems. Questions and concerns regarding consistency of supply and brownouts should be addressed to the company. If the company is unresponsive, concerns may be addressed to the Public Utilities Commission of Nevada. One option might be for local residents and businesses to invest in alternative sources of energy such as solar, wind or geothermal. By producing their own power they not only may reduce their power costs, but they may be better able to control its consistency. The Nevada State Energy Office has information on alternative energy as does NV Energy. One respondent suggested that with the local geothermal potential in Churchill County that either the city or the county should pass a bond to build a publicly owned power plant to provide electrical energy locally as well as sell any excess onto the power grid. In terms of internet access, CC Communications seems to be the major provider. Concerns should be addressed to them.

Because of current financial stresses on local governments, public services may be impacted. To maintain the high quality of police and fire protection in Fallon and Churchill County, these services need to have a high priority when funding decisions are made. Some support may be available through federal grants. However such grants are only for limited times and purposes and may not meet the needs of local circumstances. Grants may also build an expectation of services continuing after the grants have ended. If so, those services will need to be funded by local dollars into the future. Continued support from residents is essential to maintaining high quality emergency services. In regard to the local hospital since it is privately owned, it is incumbent on the institution to reach out to the community and ensure that needed services are available locally. These services may include recruiting doctors into the community. At the same time doctors are being recruited, efforts to keep the public informed as to what services are or are becoming available will be essential. Residents need to be encouraged to seek services locally before going out of the area to find them. Only as the hospital is meeting local needs and residents see the hospital as their first choice for service will it be able to succeed.

Resources:

Northern Nevada Center for Independent Living, <http://www.ncil.org/>

Nevada Division of Disability Services, http://dhhs.nv.gov/ODS_DisabilityServices.htm

Nevada Community Development Block Grant Program, www.diversifynevada.com



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NV Energy – Reno, <http://www.nvenergy.com/>

Public Utilities Commission of Nevada, <http://pucweb1.state.nv.us/PUCN/>

Nevada State Energy Office, <http://energy.state.nv.us/>

CC Communications, <http://www.cccomm.net/cccomm/>

Banner Churchill Community Hospital,
http://www.bannerhealth.com/Locations/Nevada/Banner+Churchill+Community+Hospital/_Banner-Churchill-Community-Hospital.htm

City of Fallon – Police Department,
http://www.cityoffallon.com/government/citydepartments/police_department.php

Churchill County Sheriff’s Department, <http://www.churchillcounty.org/sheriff/index.php>

Churchill County Fire Department, <http://www.churchillcounty.org/fire/>

Churchill County Community Assessment – 2010

Theme: Infrastructure – Ron Radil

The following issues were developed as a result of listening sessions during the Churchill County Community Assessment.

- County Industrial Park
- Street Condition and Safety
- ADA Accessibility
- Workforce Housing
- Rail Access
- Better Sewer and Water Availability in the County
- Aging Power Grid

Issues:

County Industrial Park -

A number of attendees expressed a need for development of a county industrial park. The County has determined an industrial park site on the north side of U.S. 50 west of Fallon. The site will need infrastructure improvements in order to be fully developed. One advantage of this site is rail access.

The City of Fallon received a U.S. Economic Development Administration public works grant in 2002 to develop the New River Business Park between Halligan Drive and the City's arsenic treatment plant. Gemini Corporation is the industrial tenant. The site consists of 109 acres and has the requisite streets, water, sewer and electrical. The site has become more developed as a medical park in recent years.

The main issue regarding industrial park development is the necessity for installation of the necessary infrastructure and planning for the eventual tenants. The County will have to decide what types of industry they want to locate at this site. Some planning will need to be made regarding the types of industries: will the industries be compatible with the existing economy or will the County want to try and develop an entirely new industrial cluster at this site?

Street Condition and Safety –

A number of attendees stated the street conditions, particularly within the City of Fallon, were not the best. Attendees stated there were potholes that needed to be repaired. Street maintenance is the responsibility of the City for the streets within its jurisdiction. Attendees did not make the same negative comments regarding the County's road system.

ADA Accessibility –

A number of attendees stated handicapped accessibility was an issue. The comments seemed to be directed at public facilities. Some comments regarding handicapped accessibility were also directed at privately owned facilities.

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The most concern stated regarding handicapped accessibility at the City Parks and the County Fairgrounds. Concerns were expressed that those in wheel chairs were unable to fully access these sites. Some concern was expressed regarding accessibility issues with City sidewalks.

Workforce Housing –

Housing issues in the County did not come to the fore as they have in other community assessments. The one specific housing issue stated by attendees regarded the availability of housing for those who work in the community. There may be some underlying housing affordability issues associated with the perceived need for workforce housing. This issue may be somewhat alleviated with the reduced cost of housing, particularly since 2007.

Rail Access –

Some attendees expressed a desire for passenger rail transportation from Fallon to Reno. Other attendees recognized the community has access to rail transportation for industrial/commercial purposes.

Better Sewer and Water Availability in the County –

Some attendees expressed a need for improved water and sewer services to portions of the community not within the City of Fallon. The County has undertaken an effort to provide such services with the wastewater treatment plant north of Fallon and west of U.S. 95. Residents who are not being served by the City and are in more densely populated areas of the County recognize the need for public water and sewer systems. The issue is not one of capacity but is an issue of the services being needed to meet the residential growth that has occurred in the County in recent years in those areas adjacent to the City.

Aging Power Grid –

Attendees who stated the aging power grid was an issue resided in the County. Those who have raised this issue in other community assessments are also from rural areas. These issues relate to adequate power and access to other power requirements, such as three-phase power. Power fluctuations affect computer operations and with greater reliance on computers in business, the impact of power fluctuation will affect those outside municipalities to conduct business operations.

Recommendations:

Local government officials, the business community and local economic development organizations need to work together and coordinate their efforts regarding the implementation of an industrial park in addition to the existing New River Business Park. A collaborative effort will result in successful implementation.

The City of Fallon is responsible for their streets. The City undertakes a capital improvement program regarding streets. Local resources will need to be dedicated to this effort.

The City will need to work to improve handicapped accessibility on their facilities. Again, this will require local effort and resources.

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Local officials and the community will need to work together regarding workforce housing issues. There are a number of housing resources available in the State to assist with workforce housing development.

Local officials will need to collaborate with Union Pacific regarding all rail issues.

The County will need to plan for implementation of water and sewer service in their areas. However, the County should also coordinate these efforts with the City and the Tribe to assure greater efficiencies.

The aging power grid will need to be addressed with NV Energy.

Resources:

The Nevada League of Cities and Municipalities may also be able to assist regarding urban 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 CDBG Program: for assistance with infrastructural planning and projects, including streets, curbs, gutters etc. Contact Des Craig, Carson City, Tel. 1-775-687-1812

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; Kevin Lee

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

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.



Churchill County Community Assessment – 2010

Theme: JOBS !! Economic Diversification – Ron Radil

The following issues were developed as a result of listening sessions during the Churchill County Community Assessment related to jobs and economic diversification.

- Clean, Green Hiring Machine
- Geothermal, Solar, Wind
- Military Support Industry
- Agricultural Support Industry
- Retail Diversification
- Balance Rural Lifestyle with Development
- Be careful of what you ask for
- Enhance Entrepreneurial Environment
- Workforce Development

Issues:

Economic development, job creation, economic diversification are all themes that have been expressed in other community assessments. People have a recognition that economic growth and diversification are necessary for their communities to continue and to retain their youth in the community.

Clean, Green Hiring Machine –

One of the goals stated at the listening session with local government leaders was “Churchill County needs to become a clean, green hiring machine” and capitalize on the green energy movement for a number of reasons. These reasons include: green is good, green can lead to economic diversification and the County can capitalize upon existing assets for green energy.

Geothermal, Solar, Wind –

Northern Nevada, including Churchill County, has great existing assets for alternate energy generation in the fields of geothermal, solar and wind. Churchill County has been capitalizing upon geothermal energy generation in recent years. The County makes positive efforts to work with companies wishing to develop geothermal energy projects in Churchill County. However, one of the issues associated with geothermal energy generation is the amount of royalty payments to local governments from such projects on federal lands within the County. The royalty payments have been reduced recently. The County, in association with NACO in a national effort is making efforts to change the royalty payments back to what they were previously.

Solar energy generation has not been as fully developed within the County as the geothermal projects underway.

Military Support Industry –

Attendees and those in the military all recognize the economic asset to Churchill County that is Fallon Naval Air Station (NAS).

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NAS personnel live in the community, contribute to the local economy and a number of military retirees choose to live in the community. NAS and its contractors purchase goods and services in the community. It should be noted, there were no negative comments regarding NAS or NAS personnel in any of the listening sessions. There is also a good working relationship between the County, City and NAS.

Agricultural Support Industry –

A major economic mainstay of Churchill County is its agricultural community. Historically, agriculture has been a long standing component of the County's economy and continues to the current time.

One attendee stated: "Farming as we know it will be done in this valley in 25 years no matter what happens with water if we don't make it profitable and sustainable for people under 55".

Another attendee stated: "Protect the agriculture base. Expand that in several areas." These two statements relate to the entire issue of economic development, job creation and economic diversification. We can see efforts to diversify the agricultural economy in Churchill County with the efforts regarding teff production (a crop requiring less water), efforts to grow grapes (again requiring less water) and raising crops for sale at farmer's markets and to restaurants.

Attendees stated a need to develop agricultural processing facilities in the County.

Retail Diversification –

Attendees who discussed retail diversification seemed to be more interested in additional retail opportunities in the County. Part of the discussion was related to the availability of jobs within the community. Job availability issues were stated regarding quality of jobs. In addition, some attendees stated there were not enough jobs available in the community for youth and military spouses.

Balance Rural Lifestyle with Development –

This is an issue that has risen in two other community assessments.

How does the local community desire and implement economic and community development and still maintain their rural life style?

The crux of this issue was made by the attendees who stated: "Nevada still lives in Fallon" and "Appreciate the past, but look to the future."

Maintaining the balance between the rural life style and development will take a truly local effort among all groups, parties, and factions within Churchill County.

Be careful of what you ask for –

One attendee stated a salient point regarding economic development: "Be careful of what you wish for. Be sure the company will be a good neighbor and not cause other problems associated with their location in the community". This statement relates to the two statements cited above regarding the balancing of the rural life style with development. Again, the way to deal with this issue is to have all groups, parties, and factions within Churchill County working together towards goals they have decided to work for.

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Enhance Entrepreneurial Environment –

A mainstay for economic development and economic diversification is to have an entrepreneurial environment within any community. Entrepreneurs take the risks to develop new businesses and new products. Entrepreneurial efforts lead to job creation and wealth creation.

The enhancement of an entrepreneurial environment can be achieved in many ways. Schools at the secondary and post-secondary levels can provide classes in entrepreneurship. Existing business owners can provide mentoring efforts to potential entrepreneurs. Local economic development organizations can work with the local, state and federal agencies to develop the entrepreneurial climate.

Collaborative efforts between many levels, both public and private, can lead to an entrepreneurial environment that will benefit the community.

Workforce Development –

Workforce development issues are related to the type of workforce needed in the community. There was concern expressed with availability of jobs and a skilled workforce necessary to meet employer requirements.

Recommendations:

Attendees at the listening sessions recognized the need to expand and diversify their local economy. Attendees also expressed the desire to balance economic development with the County's rural life style. There is also a recognition that economic development needs must take into consideration water resources. Lastly, to paraphrase "be careful of what you wish for", must be always considered in relation to economic development.

The County's efforts in working with alternative energy firms, particularly in the area of geothermal development, are to be lauded and must be continued.

Efforts underway, by some agricultural producers, regarding alternative crops using less water must be encouraged. This effort can lead to economic diversification. However, efforts must also be continued regarding value added processing of agricultural products.

Efforts to enhance the entrepreneurial environment in the County need to be undertaken. The current economic conditions (2010) may be considered by many to be a hindrance for such an effort, but adversity may lead to many opportunities.

The efforts to enhance the local economy will require the collaboration of many levels of the public and private sectors. You will get what you want if you work together on economic development. One way for success is to build upon your existing assets (agriculture, alternate energy advantages, and NAS). Also allow for the "new" to be considered in economic development.

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Resources:

Eric Grimes, Executive Director, Churchill Economic Development Authority, ceda@ceda-nv.org

Des Craig – Community Development Block Grant, Kathy Agee- Procurement Outreach, Nevada Commission on Economic Development, 108 E. Proctor St., Carson City, NV 89701-4240. (775) 687-4325 dcraig@diversifynevada.com

NxLeveL entrepreneurial training, Kathy Carrico – State Training Director, Nevada SBDC, University of Nevada, Reno, Reno, NV 89557 (775) 784-1717 kcc@unr.edu

David Leonard - Senior Area Manager, U.S. Small Business Administration, 745 W. Moana Lane, Ste. 375, Reno, NV 89509. (775) 827-4923 ext 24 www.sba.gov

Northern Nevada SCORE Chapter #415, University of Nevada, Reno Mailstop 032, Reno, NV 89557 (775) 784-4436 info@score-reno.org (note: they do provide online counseling)

Bob Bricca - Management Assistance Partnership, 475 Edison Way, Suite 201B, Reno, NV 89502-4103. (775) 772-9824 www.mapnv.com bbricca@mapnv.com

National Association of Women Business Owners – NAWBO, P.O. Box 15064, Las Vegas, NV 89114 (702) 952-2470 info@nawbolasvegas.org

Churchill County Community Assessment – 2010

Theme: JOBS !! Economic Diversification – Shelley Hartmann

Issues:

- Need for more jobs for women.
- Need for more jobs for youth.
- Every single group expressed the desire to grow but not lose what they have as a farming community.
- Retain water rights.
- Attract new industry that fits into the community.
- Need to overcome the negative buzz about the county.
- Lack of a County Industrial Park on Rail.
- Not enough local places to shop or eat.

Recommendations:

- Much of what the community states they want is what is in CEDA's work plan. Perhaps some advertisements should focus on accomplishments for the community.
- The community treasures its rural atmosphere, however is still very interested in expanding what they have. Focus on industry attraction that should continue to be green and or farm related.
- County should finalize plans to acquire the industrial land on the rail line.
- CEDA and other cooperators should continue to work on the implied image and do perhaps a 'did you know' blog or ad campaign about Churchill County.
- Develop a community information campaign so that all front line folks know that there is no danger here and it is a good place to be. Create a public information campaign focused on locals regarding assets that the community is unaware of. This could be multi-generational and multi-media so that every sector of the county knows what they have. Use phone and power bills, the radio stations and hard media via posters, faxes and flyers posted on the various bulletin boards.
- Business development programs could also develop an online business directory for everyone to be aware of what the community has, or perhaps this could be another part of the 'did you know' blog or public information campaign.
- Youth expressed interest in NxLevel for Youth, a young entrepreneurs training program, and perhaps one for farming as well as for value added opportunities in specialty crop development.

Resources:

Churchill Economic Development Authority (CEDA), <http://www.ceda-nv.org/>

Nevada Commission on Economic Development, www.expand2Nevada.com

University of Nevada Cooperative Extension, www.unce.unr.edu

UNR College of Agriculture, Biotechnology, and Natural Resources, <http://www.ag.unr.edu/>

Nevada Small Business Development Center, <http://nsbdc.org/>



Churchill County Community Assessment – 2010

Theme: Positive Image Projection – Branding – Lisa Dayton

Issues:

Residents of Churchill County expressed overwhelming pride in their community; friendly people, citizens who rally to a cause, rich cultural history, scenic location, unlimited outdoor activities, bountiful resources and a safe place to raise a family. Presenting a positive image was recognized as a critical component to the community's success in attracting business & industry, qualified workers and tourists. Unfortunately, citizens felt that the community was not doing enough to sell itself. They would like to see their main street present a more successful image that better reflects the community's rich history and entrepreneurial vitality. Citizens voiced their desire for more local "Mom & Pop" type businesses, an updated theater and more events that would attract locals and visitors to the downtown.

Quotes:

- Fallon needs better PR. Fantastic place to raise kids.
- Revitalize Maine Street because it doesn't serve its purpose.
- On-line and look up Fallon, don't see the positives; don't think the community does a real good job of selling itself.
- Find a way to celebrate its uniqueness and its success over the years in becoming what it is. Wonderful people, wonderful opportunity what to do. When you get here,
- Downtown lot of empty buildings, like to see it really flourish, and become better. Beautiful what has been done.
- People here are extremely friendly, and that was really nice.
- People in this are if there is a specific issue that is of importance, people will come and participate and try to do something about that. Sage Grouse situation=good turnout.
- Also have a nice mixture in the community of a variety of people--military, farming, service, and manufacturing community as it continues to grow. Nice balance.
- People--library, arts council, museum. Nevada still lives on in Fallon.
- Clean. Not a whole lot of trash bags and clutter all over the town. Main areas seem clean.
- Churchill Arts Council is a strength. Bring music and arts to town. Good PR.
- Total strangers will say hi, and still do that, people will wave even know they don't know who you are.
- City does a really good job in having Memorials, and Christmas things, etc.
- Local food, develop a better relationship with Reno and know how important they are to them, understand what good stewards we are of the land, and responsibility to buy stuff from us.
- Maine Street--Elko, walk down Main Street, saddle shop, Mom and Pop type businesses. Be nice to have something that is a Mom and Pop store in Main Street. Locally focused retail.

Recommendations:

Significant improvements to parking, lighting and landscape have already been completed and are a visual testament to the community's vision as well as an excellent foundation for taking

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Maine Street to the next level. The challenges now are more complex and involve the cooperation and commitment of downtown business and city leadership. An official Mainstreet Program, as developed by the National Trust, provides a proven template to follow along with education and guidance in execution.

The organization of an official Mainstreet Program as a nonprofit economic development group would allow Fallon Maine Street to apply for a USDA Rural Business Enterprise Grant. This year's allocation for Nevada is \$225,000 and funds can be used for a revolving loan fund, technical assistance, feasibility studies or other business development which will support small and emerging private business enterprises.

Official Mainstreet programs are also eligible to apply for the HUD HOPE VI Main Street Grant. A total of \$4,000,000 was made available to official Mainstreet programs nationwide in 2009 to support revitalization efforts that use underutilized downtown spaces to develop affordable housing. This could include redevelopment of a vacant building or modifications to an existing space over a storefront.

Resources:

Tim Rubald, Rubald & Associates, Economic Development & Government Relations, Mainstreet Consultant, email 2t@charter.net, phone (775)790-0035

Mainstreet Program, National Trust for Historic Preservation, www.mainstreet.org

HUD HOPE VI Main Street Grant, www.hud.gov/mainstreet

USDA Rural Business Enterprise Grant, www.rurdev.usda.gov/nv/business/bdp.htm

Churchill County Community Assessment – 2010

Theme: Positive Image Projection – Branding – Steve Lewis

Issues:

In all 16 listening sessions we heard the people of Fallon and Churchill County list the many assets and reasons they are proud of where they live. These community assets include but are not limited to; the rural atmosphere, community college, public lands open space, lack of regulation and few barriers to entrepreneurship, natural and alternative energy resources, county owned phone company, extremely friendly people, people willing to help each other, proximity – 60 miles from everywhere, Maine Street, Fallon Naval Air Station, agriculture, arts council, low cost of living, great weather, highway and railroad accessibility, recreational opportunities, cultural diversity of people, long-time families, and effective volunteer fire department and law enforcement. The general tone of the listening sessions was very positive. People expressed a true appreciation for the town and county they call home. A couple of statements seemed to stand out. “Nevada still lives on in Fallon,” celebrates the western heritage that Fallon represents. “Fallon – the best kept secret in Nevada” suggests that if others knew what the residents know about the area more folks would choose to live there. “The quintessential hometown” and “Perfect place to raise a family” implies family values. “Fallon a community where the past is in sight and the future is taking flight” is a statement that speaks to the past and future. This statement recognizes heritage and suggests a positive future. One may even envision NAS jets flying overhead to symbolize the future.

Many folks commented that Fallon and Churchill County have taken a media beating over the last decade. There have been scores of water quality and human health questions raised. Much of the buzz has fizzled and much of the excitement was unfounded, however, the memories of these trying times are still intact. People want to feel good about their city and county and as the Resource Team heard, the residents have every reason to feel as such.

Recommendations:

Few ideas were shared by residents as to how to go about projecting a positive image. Most comments simply provided reasons why the city and county make a great place to live. Some mentioned that Fallon and Churchill County need to better promote itself and that they need to tell their story better. One person said a long-term well coordinated campaign was needed to place the community in a better light.

So, specifically what needs to be promoted, what story needs to be told, and how might that “better light” be described? I got the sense there is no true consensus as to the direction residents want to head. It seemed to be split between staying the same (status quo) and concentrating on the rural atmosphere in place today and the other half wanting to change and encouraging development. Economic diversification and the need to create jobs were voiced numerous times. Those that welcomed job and industry growth did not want to sacrifice the rural character but made no mention of fearing it would be lost. I would suggest this is a struggle many rural communities wrestle with and that it is not unique to Churchill County. Perhaps the focus should not be where Fallon and Churchill County are headed but what is positive, special, and unique about their communities.

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The fact is that residents love Fallon and Churchill County. Many people come from all over the world via Fallon Naval Air Station and upon retirement, choose to remain there. So what is it that people cherish so deeply? What draws them in and hugs them tight? Answering those questions will get you closer to a community brand. This assessment has information, words from the people that can be used to start the process. More time is needed to tease out the words, the special characteristics that are most meaningful. These words must be used in a positive fashion over and over until they resonate as truth. When these words become well known and held with pride by the residents, they become an effective brand. A community brand, held with pride by residents, will eventually become adopted by visitors. So it begins.

The process of developing a community brand can take many shapes. There is no one right way to accomplish this task. As mentioned, this assessment may provide a good resource. Look in the comments section to spot the catch words, and phrases. Building Fallon Around Places: Crafting A Rural Renaissance is a study commissioned by the Churchill Economic Development Authority, prepared by Project for Public Spaces, Inc., is another document that provides special characteristics of Fallon where seeds of a community brand might be found. Private firms may be cost prohibitive but certainly take the guess work out of creating a community brand. The Nevada Commission on Tourism might be a good source for destination brand development. University of Nevada Cooperative Extension could assist with visioning.

Brand ownership is paramount. A brand will more likely be used by people that have helped create it than by those that had no input in its creation. Consequently, it is important to involve as many people as possible in brand development to accelerate adoption. The idea is for a positive image to be used by all residents frequently and with pride. Representatives from the City of Fallon, Churchill County, Fallon Tribe, and the Naval Air Station might consider initiating a strategic plan for positive image projection and branding.

Resources:

Project for Public Spaces (PPS) February 2008. Building Fallon around places: Crafting a rural renaissance. Churchill Economic Development Authority Contact Eric Grimes

Eric Grimes, Executive Director
Churchill Economic Development Authority
90 N. Maine Street
Fallon, NV 89407
775-423-8587
ceda@ceda-nv.org

University of Nevada Cooperative Extension
111 Sheckler Road
Fallon, NV 89406-8951
(775) 423-5121
Fax: (775) 423-7594
Pamela Powell, Extension Educator
powellp@unce.unr.edu



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Nevada Commission on Tourism
401 North Carson Street
Carson City, NV 89701
775-687-4322
1-800-NEVADA-8
<http://travelnevada.biz/>

Great Destination Strategies
<http://www.greatds.com/>



Churchill County Community Assessment – 2010

Theme: Protect Our Agriculture – Dan R. Nelson

Comments were made that reflected a desire to maintain the healthy rural lifestyle and agricultural environment of Churchill County during almost every listening session. Additionally, the listening session focused around agricultural concerns was one of the better attended sessions. We commend and thank all of those who participated and provided valuable input regarding issues and opportunities for Churchill County.

While most of the participants viewed agriculture as a tremendous strength and asset in the county, many of the participants voiced concern that production agriculture seems to be diminishing throughout the area. That concern is not ill founded; according to the 2007 Census of Agriculture, the total cropland harvested in Churchill County decreased by more than 16.5 percent between 2002 and 2007. Of additional concern is the continued increase in the average age of farm ownership: 58.8 years of age in 2007, up from 57.7 in 2002.

The Issues and Opportunities:

The Issues and Opportunities identified by participants during the listening sessions seemed to focus primarily around protecting agriculture and further enabling long-term farming and ranching locally through the continued pursuit of conservation easements, increasing value-added agriculture and agricultural diversification, strengthening agro-tourism, and the pursuit of industrial development that complements agriculture. It was also recognized that an effort needs to be made to help urban residents better understand where their food comes from.

Recommendations:

Conservation Easements have been used to help to protect agricultural land in Churchill County from other development to the extent that funding and willing participants have been available. If residents truly value this aspect of the community, it may be appropriate to consider increasing the funding channeled into conservation easements at a somewhat higher level.

As community leaders are likely already aware, an intermediate approach would be a further differential between the taxation of classes of property. This approach has proven to be successful elsewhere. However, since such action is not allowed in Nevada under current state laws, conservation easements seem to be the only available direct approach.

Value Added, Diversified Agriculture and Agrotourism: Adding value to agricultural products essentially involves more localized processing, packaging and/or more specific marketing of what is currently being produced. Diversification of production can also improve profitability. In both cases, however, nothing will be gained unless the added revenues more than cover the added expenses. Added profits generally result more from carefully targeted marketing and/or producing for specific markets than from changes in commodity-level production.

Agrotourism refers to activities designed to capitalize on individual's interests in basic agricultural operations. Examples of agrotourism ventures range from simply selling through on-or-near farm markets to bed and breakfast ranch experiences. In almost every case, a

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business plan, carefully designed and carried out, significantly increases the likelihood of success.

Numerous educational resources are available locally through University of Nevada Cooperative Extension and Western Nevada College to help farmers and ranchers explore value-added, diversified agriculture and agrotourism opportunities. Local operations such as Lattin Farms and the Frey family's Churchill Vineyards exemplify such ventures.

Industrial development which compliments agriculture seems to be a natural pursuit for economic development in Churchill County. With the diversity of agricultural production, natural and developed resources, industrial infrastructure and available relatively skilled workforce, the area seems perfect for such operations. Hopefully, with continued effort and support from area and state economic development agencies, investors will see and capitalize on the opportunities in Churchill County.

Helping urban residents better understand where their food comes from is one of the primary purposes of the national and Nevada Ag in the Classroom programs. If Churchill County truly wishes to protect and expand agriculture, community leaders should strongly consider the level of support they give this program both financially and with human resources. And, while the Ag in the Classroom materials are obviously designed primarily for youth, many of them could be easily adapted for use with adult audiences. Nevada Farm Bureau, UNR Cooperative Extension and Western Nevada College staff could be extremely helpful in working with concerned citizens to develop resources and conducting programs to further this effort.

Resources:

Nevada Department of Agriculture
405 South 21st Street
Sparks, NV 89431
Phone: 775-353-3600
<http://agri.state.nv.us/>

Nevada Department of Conservation & Natural Resources
901 South Stewart St. Suite 2002
Carson City, NV 89701
Phone: 775-684-2800
<http://water.nv.gov/>

Nevada Agriculture in the Classroom
4 Hall Lane
Yerington, NV 89447
(775) 463-1604
www.agclassroom.org/nv

USDA Farm Service Agency / Natural Resource Conservation Service / Soil & Water Conservation District



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Churchill County Office
111 Scheckler Rd.
Fallon, NV 89406
Phone: 775-289-5124

<http://offices.sc.egov.usda.gov/locator/app?service=page/ServiceCenterSummary&stateCode=32&cnty=001>

University of Nevada Cooperative Extension
Churchill County
111 Sheckler Road
Fallon, NV 89406-8951
Phone: 775-423-5121

<http://www.unce.unr.edu/counties/churchill/>

Western Nevada College – Fallon Campus
160 College Way
Fallon, NV 89406
775-423-7565

<http://www.wnc.edu/location/fallon/>

Other Organizations & Sites

Nevada Agricultural Foundation

<http://www.nvagfoundation.org/>

Nevada Farm Bureau

<http://nvfb.fb.org/index.html>

Nevada Beef Council

<http://www.nevadabeef.org/>

Nevada Cattlemen's Association

<http://www.nevadacattlemen.org/>

Nevada FFA Association

<http://www.nvaged.org/>

New Farm Network

<http://www.new-ag.msu.edu/>

University of Illinois Extension – Farm Gate

<http://www.farmgate.illinois.edu/>

USDA – Ag in the Classroom

<http://www.agclassroom.org/>

US Fish & Wildlife

<http://www.fws.gov/>

Western Sustainable Agriculture Research and Education

<http://www.sare.org/publications/simple/coordinator.htm>



Churchill County Community Assessment – 2010

Theme: Protect Our Agriculture – Steve Lewis

Issues:

Agriculture is the fabric of the Fallon and Churchill County. It is critical to the rural character and very much valued by residents. The words agriculture, farms, and farmers came up a number of times in the listening sessions. Agriculture is a predominant component of the community and one that the vast majority wants to keep strong and vibrant. “Keep agriculture alive in the valley” was the sentiment of many. However, maintaining a viable agriculture industry is seen as a challenge. One citizen stated, “Anybody who thinks that farming is going to be sustained forever here is wrong. The water and ground are worth too much.” The fear of losing water, farmland, agriculture-related industry and the pastoral setting is ever present on the minds of the people. Some suggested there needs to be “more emphasis on our local food production” and that there are “few ways to get agriculture products sold.” Keeping water on farm ground; maintaining agricultural water rights; the aging farmer population; the challenge to find, produce and market alternative or specialty crops; lack of funds for conservation easements; and limited local processing continue to haunt the industry. Residents see agriculture struggling to survive despite the progressive actions of some producers.

Positive actions were mentioned that give light to the industry’s prospect. The farmers market was viewed as a terrific event and a community asset. The number of local products and vendors was not noted but the opportunity to support local agriculture was perceived to be offered and appreciated. Locals want to support their agriculture base. Conservation easements were discussed positively and thought to be good for all. Agriculture events, such as the cantaloupe festival, were given accolades. The livestock sale yards and slaughtering facilities were noted as unique and highly valued in Nevada. Innovation in alternative crops, Teff and wine grapes, and conservation of water use has resulted in new successes and hope for the industry. Some of the best examples of thriving agri-tourism ventures, relatively rare in Nevada, are in Churchill County.

These examples demonstrate the ability of Churchill County’s agriculture to adapt to changing times. They demonstrate a resiliency to the pressures of a downturned economy. Still, many see the future of agriculture to be threatened, their livelihoods threatened. The people shout “protect our agriculture and protect our farmland.”

Recommendations:

An ambitious multifaceted effort must be levied. The approach must be strategic and long-term with buy-in from the agricultural community and the community at-large. The approach should address the three legs on the sustainability stool – social, environmental, and economic. Or thought of another way – the four Ps of sustainability planning, people, planet, profit, and proactive. As Oregon’s Doc Hatfield once said, speaking about the nature of agriculture producers, “if you (ag producers) are to maintain your individualism you’ve got to learn to work together.” Dr. Hatfield has much first-hand experience and has successfully applied this philosophy in a number of agricultural projects. We are talking about the agricultural community working together to truly address their future. If agriculture producers want to survive and thrive

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the time is now to come together. If they choose to avoid a dedication to planning, work as individuals not as one, and be reactive rather than proactive, then the end is near. But the Churchill County producers have grit and determination, the type necessary to pull through. They know there is no silver bullet, no one new crop, or one answer to the complex symptoms that exist in most rural agricultural community across the U.S. Together they can overcome the challenges.

First, the agriculture people must identify and articulate their vision. They must come together to identify their purpose. They must come to grips with the worst and best possible outcomes of developing a sound agriculture industry in Churchill County. That sounds easy but it probably is not going happen in an afternoon meeting. Bob Chadwick is a retire forest supervisor that has worked with agricultural groups. He helped to get Oregon Country Beef ranchers organized. Bob is associated with a number of consensus professionals that help people respectfully share ideas and beliefs. Perhaps he can assist the Churchill County folks map out and progress toward an intended agricultural destiny. The Churchill County Farm Bureau and the Lahontan Valley Conservation District might be groups to consider to spear-head an effective planning process.

Planning for the People (Social Sustainability)

It was mentioned that people don't know where their food comes from. Efforts must be ongoing to help youth, as well as the non-ag community, gain an appreciation for agriculture. People certainly need to appreciate the origin of food and fiber. More specifically, people must understand how local agriculture impacts their lives. Agriculture contributes to human nutrition, wildlife habitat, aesthetics, flood water attenuation, rural atmosphere, and much more. Food is usually the only attribute for which society pays. The rest is provided free of charge. But since the community is interested in supporting the agriculture industry there must be innovative ways for them to demonstrate their support. Planning to heighten a proactive awareness of how agriculture enhances quality of life in Churchill County may go a long way. Local agriculture producers have relationships and ties to all other community aspects. They must become proactive ambassadors striving to make fruitful connections between agriculture and non-ag entities. How can partnerships (between ag and non-ag entities) grow to benefit all? This is the question that effective agriculture ambassador must persistently ask and act on.

Planning for the Planet (Environmental Sustainability)

Local agriculture must let the community know how it works to enhance the environment. And the ag industry must have plans in place to be ever more vigilant in their efforts to protect the environment. The community needs to be aware that agriculture is dedicated to preserving water resources. What plans does the local agriculture industry have to conserve water resources and preserve water quality? A proactive campaign to involve the community, partner with Lahontan Valley Environmental Alliance (LVEA), and others, may effectively serve to keep farmland in place and viable with the community's support. People must appreciate that agricultural irrigation distributes water throughout the area to bring life to the Lahontan Valley. Agriculture producers act as scouts to spot noxious weeds and other invaders and pollutants that threaten environmental integrity. Agriculture can be known as the eyes and ears of environmental well-being. In many respects, conservation easements protect agriculture and dictate land use that is conducive to natural resource preservation. Normally water rights are maintained and development is restricted. Funding for the purchase of development rights and creation of

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conservation easements is limited. At present, the community seems to have a favorable view of this option but more effort must be given to find other funding sources. Some municipalities have opted to establish a funding mechanism for this purpose.

Planning for the Profit (Economic Sustainability)

A number of ideas were shared to enhance agriculture profitability. “There is significant interest to attract a cheese plant again. Local processing plant to process milk without having to pay the haul cost we’re currently paying.” “There is effort being made to try and develop a slaughterhouse” (inspected at slaughter and processing). “We can kill and custom wrap, but we can’t kill, wrap, and sell.” “Hay processing plant to double compress locally.” “Teff facility to process gluten-free grains.” These options refer to value-added products, products that are improved or modified to gain market interest, bolster demand, and enhance profits. Ag producers must work together to decide if expensive processing plants provide the best means to remain viable. Agri-tourism is certainly not for everyone but it may offer another niche to investigate. Lattin Farms is probably the best known agri-tourism enterprise in the region. Rick Lattin is an excellent source to run ideas by and he is interested in seeing other agriculture operations prosper. Is there a way to partner with other ag-producers in the valley to develop entertainment that link agri-tourism venues? There are restaurants, nurseries, and grocery stores that are willing and interested to sell Nevada products. They are anxious for the agricultural community to work with them. Ann Louhela, with Nevada Grown, is an excellent source to contact to discover more information. There are niches to be filled if someone wants to capitalize. Sustainable agriculturists hunger for education. They have an insatiable appetite for information. Education on ag diversification, niche markets, agri-tourism, value-added, and more, are available through numerous sources. Western Nevada College and University of Nevada Cooperative Extension are two local excellent sources for information.

Resources:

Churchill County Farm Bureau, <http://nvfb.fb.org/>

Lahontan Valley Conservation District, <http://www.dcd.nv.gov/index.htm>

Lahontan Valley Environmental Alliance

90. N. Maine Street Ste

101A Old Post Office

Phone 775/423-0525 Fax 775-423-0530

<http://www.lvea.org/>

Bob Chadwick

Consensus Associates

7990 Robin Dr.

Terrebonne, OR 97760

541-548-7112

Beyond Conflict to Consensus

An Introductory Learning Manual, <http://managingwholes.com/chadwick.htm>



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Nevada Grown, <http://nevadagrown.com/>

Ann Louhela

P. O. Box 2108

Sparks, NV 89432

(775) 351-2551

markets@nevadagrown.com

University of Nevada Cooperative Extension, <http://www.unce.unr.edu/>

Western Nevada College, <http://www.wnc.edu/location/fallon/>



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Theme: Recreation – Lisa Dayton

Issues:

There were numerous positive comments related to recreation opportunities in Churchill County. Residents recognize that the abundance of BLM land provides outdoor activities that many communities can only wish for. Still, youth and adults both feel there is underdeveloped potential. Creating new recreational opportunities and improving existing venues would attract more involvement from locals and promote tourism as well. Several different types of recreational venues were discussed.

Recommendations:

Multigenerational Sports Center – Sometimes referred to as a Rec Center or Youth Center, but the goal was always the same – create a place for kids to hang out. Many adults, not wanting to miss out on the fun, included themselves in benefitting from a place to go work out, recreate with the family and possibly participate in indoor/outdoor league sports. This type of venue would also help NAS families feel more connected to the community by providing opportunities to join in community organized sports. 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.

Hike & Bike Trails – County roads and BLM lands offer a variety of road and mountain bike opportunities with terrain suitable to all skill levels. Bike groups are always looking for new areas to explore. Organized rides that promote local food, scenery and attractions quickly become annual events for bike groups from neighboring cities, counties and states. Exploring this recreational opportunity would benefit not only local riders, but business, industry and agriculture in terms of exposure to tourists and projecting a positive image outside the community. In terms of funding opportunities, the NV Energy Foundation has a history of supporting nature trails in rural Nevada.

The Churchill County Cyclists sponsor their “No Hill Hundred” ride every year and will be advertising this ride in other communities. Perhaps this ride could be expanded with merchant participation that includes food and activities that make this a weekend tourism event.

Covered Events Center – Fallon already attracts numerous rodeo and livestock events, but many citizens felt that a covered events center would attract more opportunities, especially in the summer when sun exposure and temperatures are most extreme. Fallon has been successful in attracting events due to its central location; a more versatile and protected venue would greatly expand opportunities. There were comments related to limited wheelchair access at the fairgrounds. A covered events center would likely also incorporate more paved areas and improved access. The Reno Rodeo Foundation provides grants to support youth with special needs. They could be a potential funding source in support of an accessible venue.

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Movie Theatre - The need for a new or modernized theatre came up at practically every listening session. Adults were thinking not only of themselves, but also of teens who have limited entertainment venues. Teens understood that their small community might not be able to support a “Megaplex”, but were frustrated with outdated technology at the only theatre reasonably available to them.

There are limited funding options in support of revitalizing a privately held facility, but should the theatre end up under the control of a non-profit, there may be grant funds available to preserve the building due to its historical significance. The following foundations have funded arts, theatre, preservation and education grants in Nevada: Wayne L. Prim Foundation, Terry Lee Wells Foundation and Harrah’s Foundation. Based on the theatre’s historical significance as the first talkie, and oldest continually operated theatre in Nevada, a renovated facility might attract classic film festivals and cinema classes.

Community Garden – The desire for a community garden came up at several listening sessions. It may not be the most pressing need for this community, but could be looked at as a reasonable and achievable component that would contribute to the success of other initiatives within the community. A visible Community Garden reinforces the role of agriculture and provides awareness as to where your food comes from, vital to Positive Image Projection. The Community Garden could be used to promote Youth Entrepreneurship where produce is sold at the Farmer’s Market and profits are divided amongst workers, or could be organized to support the local food bank by supplying locally grown produce. Low interest financing for funding acquisition of land, installation of irrigation, construction, purchasing of materials, etc. is available through USDA Rural Development. Grants are also available through USDA Know Your Farmer/Know Your Food Initiative, Fiskars Project Orange Grant, Annie’s Grants for Gardens, Home Depot Building Healthy Communities Grant and Gardenburger Community Garden Grant.

Successful community gardens typically rely on at least one full-time paid staff member to supervise day-to-day operations and coordinate volunteers. There is a variety of funding available to procure land, site improvements and materials but none of those funds can be used to pay staff. The Winnemucca Community Garden has been in existence since 2002 and has been able address this need by recruiting affordable, qualified staff through the AmeriCorps VISTA Volunteer Program to supervise operations at the community garden during the growing season.

Quotes

- Enclosed arena so they can have year round events.
- Wonderful that horse operation is here, American Paint Horse Association has four major horse shows here, used to be Reno and Truckee. AQHA, National Riding Horse Association, Senior Pro Rodeo.
- Old people can't walk on the bumps on the Fairgrounds because nothing is paved. Walkers and Wheelchairs can't get into it.
- Make the attractions for kids affordable. Pay \$5 to run in and out for entire day, and do multiple things for all ages. Not just bounce house for little kids. Fernley fun center, bowling alley, bar, etc.

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- Youth don't have a place to hang out--hang out at Wal-Mart.
- Challenge in the community is not really having a lot for the kids to do to be active, are various sporting things, all of those things cost money, low income family, don't have the money with a lot of kids.
- Fallon Youth Football League strengthens community bonds.
- Easy access to a variety of outdoor recreation opportunities--skiing, hunting, fishing.
- Pool, lots of people at the pool, lots of people there early in the morning, lap swimming.
- Teen center, kids go after school and get help with their programs, different activities there for them to do, music lessons, etc. Young adults don't have any place to go.
- Also, things for kids cost an arm and a leg, and the parents can't afford it. Need to find more affordable activities for kids.
- Teen center could start small, if there is an empty building somewhere, and build on that as the revenues start to increase again, or even take donations.
- Wellness center. Visited one somewhere else, basketball, full running track upstairs, full fledged sports complex with saunas and Jacuzzis.
- Like to see Movie Theater redone, looks the same as it did when it was built.
- First talkie theater in Nevada, and still has the same seats.
- Community garden would be nice for some of the vacant lots that are empty.
- And whoever put it in, and use it, not going to go to waste, everybody can come it in and take it. Offered my property as a community garden with water rights and nobody has bothered to do it.

Resources:

USDA Know Your Farmer, Know Your Food Initiative, www.rurdev.usda.gov/nv

Fiskars Project Orange Thumb,
www.fiskars.com/content/garden_en_us/Garden/ProjectOrangeThumb/grantprogram

Annie's Grants for Gardens, www.annies.com/grants_for_gardens

Home Depot Building Healthy Communities Grant Program,
<http://corporate.homedepot.com/wps/portal/Grants>

AmeriCorps VISTA Volunteer Program, www.americorps.gov

Gardenburger Community Garden Grants, www.gardenburger.com/Grants.aspx

Harrah's Foundation, Lisa Mariani, (702)494-4825

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



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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 Caighlin Parkway, #100, Reno, NV 89519

Wayne L. Prim Foundation, Wayne Prim, Tr., (775)588-7300

Terry Lee Wells Foundation (Dawn Wells), (775)322-7733

Winnemucca Community Garden, Donna Kiker, ED, (775)304-2242, email
donna@winnegarden.org

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Theme: Recreation – Steve Lewis

Issues:

Comments made in the listening sessions about recreation were something of a mixed bag. Some thought that recreation opportunities were limited, particularly for the youth. One person said “we need something for the teenagers to do instead of just hanging out around Maine Street” and “we need recreational opportunities other than sports.” Another person said “they’ve (youth) got nothing other than the skate park, but how many do that...there is really nothing for them to do.” Affordability of youth activities was discussed in that there needs to be more available for the cost of about \$5 per day. Seniors thought there should be more activities at the senior center and they should be posted on the bulletin board. A few folks commented on the limited accessibility in the outdoor pool with no ramp and in a couple parks with uneven ground cover. The subject of a multi-generational sports facility, large enclosed fairground building, or youth center was discussed. A few commented that more activities for families were needed. On the other hand, many recognized the abundant outdoor recreation opportunities in and around Churchill County. One called the area the “hub to outdoor adventure and recreation.” Another person said that “in Fallon you are 60 miles to anything you want (including recreation).” The Stillwater Wildlife Refuge and Lahontan Reservoir were recognized as excellent recreational sites. Hunting, fishing, hiking, birding, outdoor photography and exploring were thought to be exceptional by some. The golf course was also referred to as a community asset. In addition to outdoor recreation it was noted that people value the community events/festivals, Oats Park and the Churchill Arts Council. To summarize, Fallon and Churchill County have some truly exceptional recreation activities and venues but at the same time there is desire and opportunity to develop more.

Recommendations:

Probably the one single most recommended need, in respects to recreation, was a new or upgraded movie theater. The old Walmart building was suggested as a potential site for many recreational purposes including a movie theater, community center, and sports complex. Perhaps a group of local businesspeople can meet with the movie theater owner to discuss options. A new movie complex is no small investment. With a little creative thinking and adequate capital backing, a new movie venue may be on the horizon.

Listening session participants mentioned that negotiations are underway to renovate the golf course. It is apparent this asset warrants further planning as many want to see the golf course brought back to life and sustained.

Youth recreational activity suggestions included laser tag, a laser shooting range, paintball, bowling, and a fun center similar to the one in Fernley. The County Parks and Recreation Department have a number of planned events and activities. Staff may welcome suggestions. Additionally, the Parks and Recreation Department might consider forming a youth advisory committee to help brainstorm other recreational activities. Field trips may be conducted to put various activities to the test. After a sufficient number of activities are examined, plans may then be made to establish the most popular activity in Fallon.

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A trail system for walking, jogging, running, and biking was discussed by several listening session participants. One person suggested developing the trails along the canal system and river. A trail system to connect Fallon with Sand Mountain was even suggested. Walkways around town were thought to be of value too. Planning a trail system can require a good amount of time, so there is no time like the present to begin. The National Trails Training Partnership may be a good source to consult. The landowners, municipality or land management agency with jurisdiction over the subject property should be involved at the onset of planning. Grants may be available through Nevada State Parks.

Many festivals/events were discussed favorably. Hearts of Gold Cantaloupe Festival, Mule Days & County Fair, Spring Wings, Tractor & Truffles, and others were mentioned as excellent events held in the Fallon area. It seemed there was a desire to encourage more locals to participate. Event promotion can always be enhanced by using a wider variety of media outlets. Phone trees are a simple means of getting the word out and many times are underutilized. Involving more people in the promotion, registration, set-up, clean-up, and helping during the event, will get folks plugged-in. Events can burn people out. Most event organizers are volunteers. Efforts should be made to avoid the burn-out pitfall by rotating positions, getting new blood involved, stopping to smell the roses, and using volunteers in areas of their talents and interests.

Other recreation development suggestions included river access, some type of marina similar to the one in Sparks, Soda Lake, and a multi-generational sports center. Again, planning is the first step. The devil is in the detail or better said – the devil is finding the money to begin planning the details. These projects require a champion, somebody that is willing to be the leader and devote a large amount of time to locate the resources, work through the red tape, involve the right people, and make forward progress. When a champion emerges the project will take shape.

Resources:

Hiker Central, <http://www.hikercentral.com/metros/21980.html>

Churchill County Parks and Recreation, <http://www.churchillcounty.org/parksnrec/>

Churchill Arts Council, <http://www.churchillarts.org/>

National Trails Training Partnership,
<http://www.americantrails.org/resources/planning/index.html>

Nevada State Parks Trail Grant Application, <http://parks.nv.gov/trail/2010%20FAQ.pdf>

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Theme: Transportation – Carl Dahlen

Issues:

During the listening sessions, three issues regarding transportation were identified: Roads and Traffic, Public Transportation and Rail Service. There was also a comment raised about improvements at the local airport. The commenter suggested that such improvements could increase opportunities in the community for economic diversification. However, these comments were limited to just one individual.

In regard to roads and traffic, the resource team heard from residents that Churchill County has good highway access with the intersection of US Highway 50 and US Highway 95 in Fallon. These two routes provide access to the State's metropolitan areas of Reno/Sparks, Carson City, and Las Vegas as well as a direct link to Interstate 80 and to Southern California. This access gives the community a transportation advantage to businesses located here. However, concerns were expressed about the condition of some of the surface streets in Fallon. One comment stated, "Streets here are substandard. Roads leading into the college are very inferior." Another concern related to the proximity of Highway 95 to the High School and the Junior High School. The suggestion was made that the highway needed to re-route around the town in order to improve traffic flow. Also there was a suggested need for a traffic signal at the corner of Robinson and Sheckler Roads because of a number of traffic incidents that have occurred at that location.

In regard to public transportation, one comment stated, "Public transit is a definite asset. It works pretty well here." It was noted that the system runs until 6 PM. However concerns were expressed that the system did not provide transportation to and from the base and that military personnel, particularly those on temporary assignments, have difficulty getting to town if they do not have access to a personal vehicle. Also, there is a perception by young people that the public transit system is "just for old people" and therefore they are reluctant to take advantage of the system that is in place. As a result, young people feel they do not have transportation options available to them, especially those who live outside of town. It was also suggested that transportation needs to be enhanced to allow after school programs. Another problem noted is the lack of intra-city options for people without vehicles. Some residents would like a system that would allow them to get to Reno or Carson City.

The third issues addressed in the listening sessions had to do with rail access to the community. It was noted that the railhead is right in town. To make use of the rail, the county is locating an industrial park along side the rail on the west side of Fallon. Concerns were expressed however that it is difficult to add new rail crossing without eliminating two others. Some would like to see the railroad used for a commuter train between Fallon, Fernley and Reno.

Recommendations:

In regard to roads, local governments are currently experiencing significant financial strains. This fact may be impacting their ability to keep up with road maintenance. One way to address this issue would be for the city and county to coordinate their road maintenance efforts both in planning and in implementation of those plans. There also needs to be coordination with the

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Nevada Department of Transportation in planning for new roads and maintaining or upgrading current roads. One possibility would be the creation of a Regional Transportation Authority or a citizen's advisory committee to strengthen city/county coordination efforts. Such an entity may be able help address the various other transportation issues raised during the listening sessions as well.

Though the CART system received good comments during the sessions with seniors and disabled persons, there appears to be a greater opportunity for the system to respond to other needs. In regard to intra-city transit needs, perhaps CART could develop working relations with other transit systems to provide riders with greater options. Such relationships may help create a system that allows residents to commute to Reno or Carson City. In Carson City, buses from Douglas County and Lake Tahoe are scheduled to give riders an opportunity to connect with Carson buses. There are working agreements between the Carson City system, Jump Around Carson, and the Lake Tahoe system, Go Blue. Go Blue buses travel from the lake to stops in Carson City. Riders can transfer between systems and have access to more destinations than just one system can provide. Also, buses may be able to service the NAS Fallon, especially during the evenings and on weekends to help bring military personnel into town. The Chamber of Commerce or some other business association may want to explore funding options for such a service since local businesses would benefit from having additional customers in their shops. In addition, CART may want to do specific outreach efforts to young riders. There is a need for after school transportation for students who would like to participate in activities that may keep them at school until after the district's buses have departed. This new ridership may be able help offset operating costs for the system. Also, grants may be available to help cover transportation costs for young people participating in programs aimed to reduce risky behavior.

In regard to rail, the possibility of a commuter train is slim because the railroad is used almost exclusively for freight. However in regard to freight usage, the local spur provides businesses with options that would not exist otherwise. The county should continue to pursue the development of a rail served industrial park. The US Economic Development Administration may have grants that can help in this development. These grants may be accessed through the Western Nevada Development District. Also, the Community Development Block Grant Program and the USDA Rural Development, Nevada Office may have grants to help with planning and developing a publicly owned industrial park. One challenge to increased rail service is coordinating efforts with the Union Pacific Railroad, the current owners of the spur that comes into the Fallon area. One possibility would be to discuss turning the spur over to local ownership either in the public or non-profit sector. This would allow greater flexibility in how the spur could be used to meet local business needs. Direct discussions with Union Pacific may be beneficial to such an effort.

Resources:

City of Fallon Public Works Department,
http://www.cityoffallon.com/government/citydepartments/public_works.php

Churchill County Roads Department, <http://www.churchillcounty.org/roads/>
Nevada Department of Transportation, <http://www.nevadadot.com/contact/>



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Jump Around Carson, <http://www.carson-city.nv.us/>

Go Blue, <http://www.bluego.org/>

Western Nevada Development District, <http://wndd.org/>

Nevada Community Development Block Grant Program, www.diversifynevada.com

USDA Rural Development in Nevada, <http://www.rurdev.usda.gov/nv/>

Union Pacific Railroad, <http://www.uprr.com/aboutup/re.shtml>



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Theme: Transportation – Ron Radil

The following issues were developed as a result of listening sessions during the Churchill County Community Assessment.

- Affordable Intra- and Inter-City Bus Service
 - To and From the Base
 - To and From the Reservation
 - To and From Reno
- Barriers to Youth Transportation
- Commuter Train
- Truck Route Around City Center
- Transportation Planning

Issues:

Attendees expressed a need for public transportation in the community. Specifically, public transportation issues to and from NAS, the Reservation and Reno, were cited most often. Those who do not have their own transportation must rely upon family and friends to meet their transportation needs.

Barriers to Youth Transportation –

The main barrier to youth transportation in the community was the lack of public transportation.

Commuter Train –

Some attendees stated they would like to see rail passenger service between Fallon and Reno.

Truck Route Around City Center –

Some attendees stated there is a need for a truck route around the City instead of the current routes on U.S. 95 and U.S. 50 which go through the City. Safety issues were cited as the reason for an alternate truck route.

Transportation Planning –

Local transportation planning is a need expressed by local government officials. Both the elected and staff recognize this need.

In particular, transportation planning is required for the U.S. 50, U.S. 95 corridors, rail planning and the planning required for alternate truck routes.

Recommendations:

The County will need to work with other agencies (City, Tribe, and the Nevada Department of Transportation) to address these transportation issues. Once again, a collaborative effort is necessary to successfully address these transportation issues.

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Resources:

City of Fallon Public Works Department,

http://www.cityoffallon.com/government/citydepartments/public_works.php

Churchill County Roads Department, <http://www.churchillcounty.org/roads/>

Nevada Department of Transportation, <http://www.nevadadot.com/contact/>

U.S. Department of Transportation, Federal Highway Administration, <http://www.fhwa.dot.gov/>

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Theme: Water – Carl Dahlen

Issues:

“Whiskey is for Drinking; Water is for Fighting Over;” these words are commonly attributed to Mark Twain. However, there is no real evidence that he actually uttered them. No matter who said it, the phrase illustrates the importance of water issues to the lives and livelihoods of everyone residing in the Great Basin and particularly in Western Nevada. At one listening session the resource team heard, “Agriculture is a major asset. If we didn't have irrigation or water here, we wouldn't have anything here. We wouldn't even have the base.” Another comment heard was, “1906 brought water in here to farm. You can't produce anything on desert ground without water. Now they want to ship it out to ducks; ducks have to have water. But I've never seen a duck pay a tax bill or feed the hungry.” Also the team heard, “At this point we have water rights, but there is quite a movement trying to keep the water from getting to us. It will not do any good for us if it is used up stream.” Water is essential to agricultural production in the Lahontan Valley. But demands for that water are growing as upstream and downstream uses increase. The other factor threatening the water supply in this area is the rising value of water rights. As farming becomes less affordable, the temptation to sell water rights increases. But just as water is tied to agriculture, agriculture is tied to sustainability. As one commenter stated, “Farming as we know it will be done in this valley in 25 years no matter what happens with water if we don't make it profitable and sustainable for people under 55.” The question becomes how best to keep agriculture both profitable and sustainable and at the same time keep the water necessary for crop production.

The other issue regarding water in the valley is quality. Though the county and city have made significant investments in water treatment facilities, questions still remain in the minds of people outside the area. One comment the team heard was, “We still have that Leukemia/Arsenic ‘crap’ hanging over heads with people outside of the community. This problem is particularly true for small scale agricultural producers.” The implication is that if there is something wrong with the water, there is something wrong with produces that are raised using the water. In addition, many residents are on private wells that are not treated through the county or city systems. Even though Churchill County has many long-term residents who are in their 80's and beyond, the perception that the water is unsafe limits economic growth.

Recommendations:

A key factor in the issues surrounding water is lack of information or misinformation. One commenter suggested, “We need to make people understand the importance of the water supply and why it is so important to keep it here.” It is incumbent upon residents of Churchill County to make their case for their need for water and why it is important. Their case must include the importance of water in Churchill County to people outside the county as well. Upstream users, particularly people who live in Carson City, Dayton, Reno, Sparks and Fernley need to see how agricultural and productive use of land in the Lahontan Valley benefits them. Since many “city folk” do not know where their food comes from and the importance of “locally grown,” they must be shown that the Lahontan Valley is in many respects the “bread basket for Northern Nevada.” This learning should start with school kids from these areas. The Lattin Farm is

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currently providing schools with field trip opportunities to teach kids about agricultural production and food distribution. Other producers should take notice and encourage visits from not only school kids, but also adult residents from upstream cities to “come down to the farm and learn about your food.” Perhaps the Cantaloupe Festival could be expanded to include guided farm visits to teach people about agricultural production. Another creative way to inform the public of where their food comes from is The Pizza Farm. The Pizza Farm is circular (like a pizza) and is divided into eight pie-shaped “slices” (like a pizza) with each “slice” growing or grazing all the ingredients needed to make a farm-fresh pizza.

Another factor is the reality that there is tremendous pressure to sell water rights to either to the US Fish and Wildlife Service or upstream users. This factor will mean that local water users will need to become more efficient in how they use the water they have. The Churchill Vineyard is currently undertaking creative ways to use water. Other producers are also looking at how to improve irrigation techniques to make the water they have more productive. These efforts will help keep agricultural production alive and well in Churchill County and at the same time make the best use of that limited resource, water.

One major factor in the issue of water to Churchill County is to keep the Truckee Carson Canal open and return its flow to historic levels. Significant efforts have gone into this issue up to and including legal actions. Local residents, government officials, agricultural producers and others need to continue to work toward the goal of restoring the water flows in the canal to what it is designed to handle. The public education program mentioned above is one effort that may help in meeting this goal. Another is to work closely with the Truckee Carson Irrigation District to ensure that the canal is in good repair and conditions that allowed flooding to occur in Fernley are corrected.

In regard to water quality, the message needs to get out that water in Churchill County is safe to drink. Local residents need to have an answer to this issue and need to be able to state it any time they hear someone raising the question. The message needs to be factual and direct. It needs to be delivered regularly and often.

Resources:

Lattin Farms, [://www.lattinfarms.com/](http://www.lattinfarms.com/)

The Pizza Farm, <http://www.thepizzafarm.com/>

Churchill Vineyards, [://www.churchillvineyards.com/](http://www.churchillvineyards.com/)

US Fish and Wildlife Service, [://www.fws.gov/](http://www.fws.gov/)

University of Nevada Cooperative Extension, [.unce.unr.edu](http://unce.unr.edu)

Truckee Carson Irrigation District, [://www.tcid.org/](http://www.tcid.org/)

Nevada Department of Agriculture, <http://agri.nv.gov/>



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Theme: Water – Dan R. Nelson

We commend and thank those who attended the listening sessions and provided valuable input regarding issues and opportunities for Churchill County. Throughout the listening sessions, one of the most commonly recognized assets was water. Protection of water rights and quality were also commonly identified challenges for the community. Ironically, there was little mention of specific community-wide planning or action to guide the use of water resources over the long term.

From a review of the Churchill County web site, it is clear that the need for and impact of water has been recognized by community leaders. For example, consider the following statement that prefaced one County ordinance:

“Water, being an invaluable resource, essential to the existence of life and paramount to the future growth of Churchill County, must be preserved and the impact on its diminishing availability, minimized. In 1903, the United States Congress authorized the Newlands Project. Subsequent federal decrees on the Carson and Truckee Rivers secured water rights that have allowed and enhanced this community's growth. The intent of this ordinance is to protect this natural resource for future generations.”
([://www.churchillcounty.org/planning/Bills/waterord.htm](http://www.churchillcounty.org/planning/Bills/waterord.htm))

Issues:

Issues specifically focused around protecting water rights, restoring the capacity of the canal system to historic levels, protecting and improving water quality, encouraging water-efficient agriculture and educating residents to the importance of efficient water usage.

Recommendations:

Protection of Water Rights: If water rights are to be protected and the use of water managed over time according to priorities within Churchill County, it seems logical that there should be a locally maintained inventory of those water rights currently and historically granted - together with identification of their current status. If such an inventory currently exists, it was not mentioned during the listening sessions.

Permitted water rights are listed by the Nevada Division of Water Resources (NDWR) by hydrologic basin rather than county. Accordingly, whoever works to develop and maintain a County-specific inventory would need to identify each of the hydrologic basins within the County then work from NDWR records.

Canal Restoration and Maintenance: According to their internet site, the Truckee Carson Irrigation District (TCID), “. . . is a political subdivision of the State of Nevada, organized and chartered in 1918 for the purpose of representing the water right holders within the boundaries of the Newlands Project in connection with the operation of the Project. The District was formed, and is paid for, by landowners within the boundaries of the Newlands Project who own water rights appurtenant to their land. As a result, TCID’s first and fundamental obligation is to the

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water right owners who are its constituents, promoting their rights and defending their interest with respect to the operations of the Newlands Project.

“The Truckee-Carson Irrigation District, by contract with the United States, took over the operation and maintenance of the Newlands Reclamation Project in January 1927. Since then, the District has been responsible for the operation and maintenance of the entire federal project which includes the dam at Lake Tahoe, Derby Dam, the Truckee Canal, Lahontan Dam and approximately 380 miles of canals and 345 miles of drains.

“The District boundaries in both Churchill and Lyon counties include approximately 120,000 acres, of which approximately 73, 000 acres are water-righted. In 1996, the District and the Bureau of Reclamation, Department of Interior entered into a new operation and maintenance agreement which continues the District’s responsibility for the Newlands Reclamation Project. Under the new contract, the federal government assumes responsibility for issuing permits, leases and licenses for the federal lands that were originally withdrawn from the Bureau of Land Management for uses associated with the original development of the Newlands Reclamation Project.” (<http://www.tcid.org/index.htm>)

The District appears to be clearly responsible for restoration of the canal to its former capacity and level of service. Those working with this challenge will primarily need to work with District leadership and officials.

Water quality: This issue is of national and statewide concern generally but to past, current and potential residents of Churchill County it has been of particular concern. Due to the somewhat unique geology, water from several major aquifers has been found to carry high levels of minerals that could impact the usefulness of that water. That’s the bad news. However, the good news is that there has been a tremendous amount of research and effort over the years and community leaders have taken steps to ensure that healthy, clean water is available to residents and businesses. While, along with the rest of the world, residents of Churchill County should continue to monitor and protect water quality, they have access to outstanding scientific research on which to act.

Efficient water usage: Efficient usage of water should obviously be a priority for every resident of Churchill County. With an average precipitation of less than eleven inches, it is clearly an area where the availability of water is one of the primary factors that directly or indirectly limit agricultural, commercial and even population growth. However, in this situation, Churchill County is certainly not alone. All of Nevada and most of the western United States deal with seriously limited water availability. Accordingly, there is a tremendous amount of research available to help deal with this challenge.

For some homeowners in arid areas, the term “xeriscape” is rapidly becoming a familiar term. While experts differ over who coined the term, xeriscaping refers to, “a landscaping method developed especially for arid and semiarid climates that utilizes water-conserving techniques as the use of drought-tolerant plants, mulch, and efficient irrigation.” (<http://www.merriam-webster.com/dictionary/xeriscape>). The University of Nevada Cooperative Extension, Western

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Nevada College and others offer information and educational programs to help residents and communities learn about and implement xeriscape principles and practices.

As an industry, agriculture uses water more in rural Nevada than anyone else. As one person noted during one of the listening sessions, “You can grow a lot in Churchill County if you have enough water; without water, you can’t grow much of anything.” And, with more and more competition for water, the cost of using water is going up – likely at an increasing rate. While laws governing water rights offer some protection, those who want to see farming continue in Churchill County will have to continue to diligently pursue the protection of water for agricultural uses. At the same time, if there is to be any expansion of agriculture in Churchill County, it will almost certainly have to come by increasing the efficiency of water usage. The University of Nevada Cooperative Extension and Western Nevada College have ongoing research and education programs to help farmers and ranchers learn about and adopt practices to improve the efficiency of water use on their individual operations. Innovative growers in Churchill County are also working closely with the Nevada Division of Water Resources to identify possible regulatory changes that would encourage the expanded use of water-efficient agricultural production and practices. Hopefully, local and state leaders will continue to support those efforts.

References:

Nevada Water Resources Association (2008) *Water Rights in Nevada – Course # CE 2171000-RE*: Nevada Water Resources Association, Reno, Nevada

Fitzgerald, Brian. (2004) Arsenic occurrence and speciation in domestic wells: Churchill County, Nevada. Proquest Dissertations And Theses 2004. Section 0139, Part 0996 84 pages; [M.S. dissertation].United States -- Nevada: University of Nevada, Reno; 2004. Publication Number: AAT 1420196.

Meinert, Michael S. (2009) Spatial and temporal variation of dissolved arsenic concentrations in the intermediate aquifer of the Lahontan Valley, Nevada. Proquest Dissertations And Theses 2009. Section 0139, Part 0388 139 pages; [M.S. dissertation].United States -- Nevada: University of Nevada, Reno; 2009. Publication Number: AAT 1467758.

Fosbury, DeEtta. (2007) Identifying the influences of geothermal sources on shallow aquifer water quality. Proquest Dissertations And Theses 2007. Section 0139, Part 0388 76 pages; [M.S. dissertation].United States -- Nevada: University of Nevada, Reno; 2007. Publication Number: AAT 1446455.

Singletary, L., Davison, J. (2003). Farm and Rangeland Water Quality Management - A Field Guide for Nevada’s Agricultural Producers University of Nevada - Reno, NV Available at: <http://www.unce.unr.edu/publications/files/nr/2003/EB0301low.pdf>

US Bureau of Land Management Western States Water Law – Nevada Available at: <http://www.blm.gov/nstc/WaterLaws/nevada.html>

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If you go to the USGS site <http://nevada.usgs.gov/water/publications/index.htm> and search with “Churchill” in the title, you will find a number of papers that could be useful.

Xeriscape Links:

Colorado Water Wise

http://www.xeriscape.org/index.php?option=com_content&task=view&id=122&Itemid=219

Xeriscape (Colorado State Cooperative Extension)

<http://www.colostate.edu/Depts/CoopExt/4DMG/Xeris/xeris1.htm>

Xeriscape Conversion Study (SNWA)

http://www.snwa.com/html/cons_wsl_xeriscape.html

Pictures: Water Wise Plants for Utah

<http://www.waterwiseplants.utah.gov/default.asp?p=Landscapes>

Resources:

Nevada Water Resources Association

POB 8064

Reno, NV 89507

Phone: 775-473-5473

www.nvwra.org

State of Nevada Department of Conservation & Natural Resources Division of Water Resources

901 South Stewart St. Suite 2002

Carson City, NV 89701

Phone: 775-684-2800

<http://water.nv.gov/>

Truckee-Carson Irrigation District

2666 Harrigan Road

Fallon, NV 89406

mailing address: PO Box 1356, Fallon, NV 89407

Phone 775/423-2141

<http://www.tcid.org/index.htm>

USDA Farm Service Agency / Natural Resource Conservation Service / Soil & Water

Conservation District

Churchill County Office

111 Scheckler Rd.

Fallon, NV 89406

Phone: 775-289-5124



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<http://offices.sc.egov.usda.gov/locator/app?service=page/ServiceCenterSummary&stateCode=32&cnty=001>

University of Nevada Cooperative Extension
Churchill County
111 Sheckler Road
Fallon, NV 89406-8951
Phone: 775-423-5121
[://www.unce.unr.edu/counties/churchill/](http://www.unce.unr.edu/counties/churchill/)

Western Nevada College – Fallon Campus
160 College Way
Fallon, NV 89406
775-423-7565
[://www.wnc.edu/location/fallon/](http://www.wnc.edu/location/fallon/)

Other Potentially Useful Water-Related Organizations/Sites:

American Water Resources Association	http://www.awra.org/
American Water Works Association	www.awwa.org
Bureau of Reclamation	http://www.usbr.gov/uc/feature/drought.html
Center for Environmental Quality	http://www.water-research.net/
Desert Research Institute	http://www.dri.edu/
Great Basin Water	http://www.greatbasinwater.net/
International Water Law Project	http://www.internationalwaterlaw.org/
Natl. Training Center for Small Communities	http://www.nesc.wvu.edu:16080/netcsc/
NV Bureau of Mines & Geology	http://www.nbmgs.unr.edu/
NV Dept. of Conservation & Natural Resources	http://www.dcnr.nv.gov/
NV Division of Environmental Protection	http://ndep.nv.gov/
NV Nonpoint Education for Municipal Officials (NEMO)	www.unce.unr.edu/nemo
NV Water Resources Association	http://www.nvwra.org/
NV - Water Word Dictionary	http://water.nv.gov/WaterPlanning/dict-1/ww-index.cfm

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Project Wet	http://store.projectwet.org/index.php/
Rural Community Assistance Partnership	www.rcap.org
Rural Community Assistance Corporation	http://www.rcac.org/
US Army Corp of Engineers	http://www.usace.army.mil/Pages/default.aspx
US Geological Survey - Water Data	http://waterdata.usgs.gov/nv/nwis/rt
US Fish & Wildlife	http://www.fws.gov/
Water Info Coordination Program	http://acwi.gov/swrr/
Water Pollution Guide	http://www.water-pollution.org.uk/
Water Quality	http://www.effexlab.com/EFEXhome.html
Water Systems Council	http://watersystemscouncil.org/
Western Water Policy	http://nimss.umd.edu/homepages/home.cfm?trackID=11237
World Water Forum	http://www.worldwaterforum.org/

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Theme: Youth – Dan R. Nelson

One listening session was held at the high school during a period when the students would otherwise have been in a PE class. That session allowed a fairly large number of young people to offer comments on their community. While they were encouraged to think about the community generally, perhaps for obvious reasons, most of their comments focused primarily around the concerns and issues of the youth. Interestingly, however, a number of their concerns and views were also mentioned by people during other listening sessions. We commend and thank all of those who provided input during our week in Churchill County.

Issues and Opportunities:

Throughout the youth listening session, a wide range of sometimes conflicting opinions were expressed. Some youth commented that the number and diversity of sports activities were strengths in the community while other youth said that one of the weaknesses of the community is a lack of diverse sports opportunities. However, there was clearly agreement that there needs to be additional sport facilities built – including an additional gymnasium. Several students suggested a multi-generational recreation center that could be used for exercise, low-cost sports and activities and made available at different times of the day/week/month for different age groups. Part of the activities suggested require indoor facilities (boxing, indoor soccer, swimming, etc.) but others could be accommodated outdoors (paintball was mentioned several times). Concern was expressed by some individuals that the current skate park seems unsafe at times because of bullies who hang out there. It was also suggested that the Parks & Recreation budget needs to be increased so they can do a better job of monitoring, maintaining and facilitating the use of current facilities.

In addition to the desire for a recreation center and more physical activities, there were a number of comments suggesting a need for a “place for kids to hang out without getting into trouble.” Reference was made to “plans a couple of years ago for a youth center” and several people felt that those plans should be revisited – perhaps with vacant facilities (like the old Walmart building) in mind. A number of youth and adults expressed interest in upgrading the movie theater or seeing a new theater built. These comments, together with several of those suggesting the need for more sport facilities, seemed to focus essentially to provide healthy alternatives to activities associated with high risk behaviors such as alcohol, smoking, drug abuse, fighting and teen sexual activity.

Many participants suggested that there is a need for more youth employment and entrepreneurial opportunities and support. They expressed frustration over the shortage of jobs they can get. Several also said they have a hard time getting to town to work unless they have a car – which often costs more than they could earn if they got a part-time job. One youth suggested that more jobs would “give kids something to do other than get into trouble.”

When asked specifically how many of them have a business of their own, only a handful of students raised their hands. However, when asked how many of them would like to start their own business, many students raised their hands.

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While they acknowledged that the current schools are “pretty good” in Fallon, several youth also expressed frustration. One student suggested that the school board system should be redistricted so that residents on the reservation and the base are clearly represented. The student complained that they “put money into the schools but don’t have any representation.” Another student suggested that “they need to teach about Native American culture in the school.”

Several students expressed frustration that a lot of the classes taken at the community college in Fallon won’t even transfer to the universities in Nevada. One person specifically complained, “If you take English here, it should transfer anywhere – but it doesn’t.”

Recommendations:

From the thoughts expressed, it appears that, while there are quite a few sports and other activities available in the community, many of the residents perceive that participation is somewhat expensive and exclusionary. Given the time constraints on this assessment process, the resource team has no way to identify the accuracy of that perception. Since it was expressed by several individuals, however, it would seem prudent for community leaders to consider the extent to which it is reality and the extent to which the concern reflects a lack of public familiarity with current programs and activities. It may be productive to identify a group of youth and adults who are not currently involved in organized sports but are willing to help explore alternative options and activities. During the listening sessions, mention was made of boxing, indoor soccer, swimming and paintball. It may be beneficial to explore these possibilities together with others.

A number of individuals, both youths and adults, suggested that they would like to see a multi-generational recreation center built in the community that could be used for exercise, low-cost sports and activities and made available at different times of the day/week/month for different age groups. School officials also mentioned the need for additional gym facilities for use by students. As citizens and community leaders consider long-term possibilities, there may be an opportunity to explore the possibility of jointly planning, building and using facilities.

Some of the current frustration of youth over a lack of jobs may be a reflection of the general economy. Adults expressed frustration over the local job shortage as well. Several individuals from the business community told members of the resource team that a number of the jobs that traditionally were held by youth are currently filled by adult employees who have simply not been able to find better employment. However, in light of the interest expressed by youth in developing their own businesses, there would seem to be an outstanding opportunity for school and community leaders to develop educational programs focused specifically around that topic. Several national youth organizations exist who support youth entrepreneurship, both in and outside of schools. Encouragement and increased support for local FFA, FBLA, DECA business development activities have yielded phenomenal results over time in communities throughout the country. Several of the state and national agencies and organizations listed as resources, both here and in the Economic Diversification section of this report, are also available to help support the development of youth business ventures.

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Based upon comments in almost all of the listening sessions, it is clear that most of the participants feel that the schools in Churchill County are doing a pretty good job of preparing students educationally for the future. In fact, the strongest concerns were generally voice by school officials and teachers who only wish that they could do more. That said, there were a few suggestions that may deserve specific consideration.

Several individuals, including one of the high school students, commented that the way the school board members are currently elected does little to provide representation for families living on the reservation or at the naval base. Community and school leaders should probably review the system and consider possible action to correct the situation or perception. Youth participants further suggested that the schools are not currently teaching much about Native American cultures. Given the history and current mix of residents living in Churchill County, it would seem that the schools would be in a position to have an outstanding cultural education program. Members of the Fallon Paiute-Shoshone Tribe and professionals associated with the Tribal Learning Center could work with school district personnel to develop exemplary materials to help students understand and appreciate Native American history and culture. Additionally, staff at the naval base typically have lived literally almost all over the world and could probably provide personal insights to help students gain a much more global perspective than would be practical in many other communities. During the listening sessions, a number of those employed at the base expressed disappointment that they have not been asked more to participate in and contribute more to community activities.

Frustration was expressed that credit for some classes taken at the community college in Fallon won't transfer to universities in Nevada. The resource team members had no way to determine the extent to which this is reality or perception. If it is reality, work should be done to correct the situation; if it is an incorrect perception, there needs to be an active campaign to provide accurate information to the public generally and especially to current and prospective future students and their parents.

Finally, there seemed to be a general sense of frustration in the youth that they have little opportunity to provide input or contribute significantly to leadership in the community. Mention was also made during one listening session of a "teen council" but there was a sense that they don't really have a strong voice generally. It was clear from the brief visit we had with youth during the listening sessions that they feel strongly about community matters. If the community truly desires for the youth to feel ownership in the community and wants for them to return to the community at some time in the future, this frustration needs to be corrected. It is my understanding that, at some time in the past, there was a youth council in Fallon. Residents and community leaders should consider committing time and funding to provide leadership training and opportunities such as a youth council. Such an investment has yielded outstanding results in other communities, particularly over the long term.

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Resources:

Association of Youth Councils
P. O. Box 254
Mount Hope, KS 67108
<http://ayc.usu.edu/>

Job Opportunities in Nevada
Nevada Job Connect
121 Industrial Way
Fallon, NV 89406-3116
(775) 423-6162
www.nevadajobconnect.com

Nevada Agriculture in the Classroom
4 Hall Lane
Yerington, NV 89447
Phone: 775.463.1604
<http://www.agclassroom.org/NV/>

Nevada DECA
Nevada Department of Education
9890 South Maryland Parkway
Suite 221, Room 234
Las Vegas, NV 89183
Phone: 888-677-4534
<http://www.nevadadeca.org/>

Nevada Farm Bureau
2165 Green Vista Dr.
Suite 201
Sparks, NV 89431
Phone: 775-674-4000
<http://nvfb.fb.org/index.html>

Nevada FBLA-PBL
Nevada Department of Education
9890 South Maryland Parkway
Suite 221, Room 234
Las Vegas, NV 89183
Phone: 888-677-4534
<http://www.nevadafbla.org/>

Nevada FFA Association
State Supervisor – Jim R. Barbee
700 East Fifth St.
Carson City, NV 89701
Phone: 775-687-7281
<http://www.nvaged.org/>

USDA Farm Service Agency
Churchill County Office
111 Scheckler Rd.
Fallon, NV 89406
Phone: 775-289-5124
<http://offices.sc.egov.usda.gov/locator/app?service=page/ServiceCenterSummary&stateCode=32&cnty=001>

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<http://www.wnc.edu/location/fallon/>



Churchill County Community Assessment – 2010

Theme: Youth – Shelley Hartmann

Issues:

- The youth were classes from PE class. There was wide diversity regarding what they believe about their community.
- Cross cultural communication was a problem in the high school and the basis of a culture of fighting, drugs and alcohol.
- Students cited the fights between the city and the county were a negative.
- Students said drugs, alcohol, teen pregnancy and fighting were huge issues.
- School students stated they need to have more opportunities for future employment, that there was nothing to do if you weren't a jock and there was no summer employment and no transportation.
- Students mentioned that the diversity from other countries was an opportunity but also a cause of friction.
- Most of the students think they will have to leave the community for a future job, but if jobs were available 50% of that number would make their home in Fallon.
- The students recognized the military base as a great asset to the community
- Students voiced a desire for vocational education so that they are ready for jobs when they graduate.
- Students said they would like more vocational job-ready training and business development education.

Recommendations:

- The students seemed anxious about a 'future' in their community. A job fair each time a new company or job opportunity opens up is a way to inform them of their opportunities and what types of education are required so they can make a future in Fallon.
- Change the community conversation, at a youth level. Youth were divided, some team building training not related to sports could help the community—leadership opportunities such as youth city council, youth county commissioner, youth seat on each board for their perspective to be voiced to the adults in the community. Perhaps a youth student council that is actually active.
- Youth pointed out that there is a need for bus system, community rides not related to handicapped individuals.
- Military appreciation day, could part of the job fairs at the school.
- Youth involvement in event development, in Junior Achievement or some sort of activity that is not necessarily agriculture related. Youth NxLevel or any type of business development classes would be a plus.
- Offer ways for youth and seniors to interact; like reverse mentoring and have the students help the seniors learn how to use and access information on line from a community bulletin board that the students could design and roll out to the community.
- Celebrate the rich cross cultural opportunities with tribal members, visitors from other countries on the base, and the rich pioneer heritage of the community

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- The community should recognize that their youth are a huge asset; that they are the future workforce.

Resources:

Eric Grimes, SBDC trainer, Churchill Economic Development Authority, Executive Director,
<http://www.ceda-nv.org/>

Kathy Carrico, Youth NxLevel Trainer, Nevada Small Business Development Center,
<http://nsbdc.org/>

Carl Dahlen, University of Nevada Cooperative Extension, State Leadership Specialist,
www.unce.unr.edu

Marlene Rebori, University of Nevada Cooperative Extension, Engaged Leadership Program,
<http://www.unce.unr.edu/counties/washoe/reno/>

Priority Setting Results

A Town Hall Meeting took place Monday, April 26, 2010 to hear the Draft Report presentation by the Resource Team. At the meeting Resource Team Members addressed the issues, recommendations and resources they had written up in regard to the nine themes identified from the comments they heard through the Listening Sessions. Community representatives attending the meeting determined the priority for the nine themes to be:

- Water
- Positive Image Projection – Branding
- Protect our Agriculture
- JOBS !! – Economic Diversification
- Infrastructure
- Youth
- Communication
- Recreation
- Transportation

Those present recognized that many of these themes were overlapping in the issues they represented. As a result, the community representatives determined to work on four areas of concern: Protect our Agriculture and Water; JOBS – Economic Diversification and Infrastructure; Positive Image Projection; and Youth with emphasis on youth leadership and youth recreational opportunities.

Listening Session Comments

Comments are listed by theme and as a result one comment may appear in more than one theme.

Communication: Theme Comments

Challenges, Problems

- Community support, city support, county support, state support is very important. Got to grow crops that use less water and get more return per acre. Average farm and acreage across the country, 10-12 farms.
- Major challenges are people outside that move into the county that don't understand that agriculture makes this community thrive. Fernley canal broke, didn't understand importance of that to farmers.
- People become irate, but don't do anything about it. Don't take action and don't really learn what is going on.
- Still have Leukemia/Arsenic crap hanging over head outside of the community, problem for small scale ag producers.
- Real problem with the City and the County and their interface. One Horse County.
- People been here for 100 years, lot of them set in their ways and views, bringing in new stuff can be hard.
- Community representation at the County and the City, though improvement needs to happen between the County and City.
- Small communities like this have a problem with good old boy politics--people been here a long time don't want to lose their business, squelch whatever is coming in.
- Base and community do not work together. Committees how to break into the whole community and get each other to talk.
- Two different worlds--help with the Christmas project. Don't know who to talk to on the base.
- Ditto on economy, water, family, and base and outside not always working together.
- Friction between City of Fallon and Churchill County. Ideal world City would be responsible for Municipal requirements. Sherriff open roads and desert.
- PTA meetings at 1:30 in the afternoon inhibit parent teacher communication.
- Hospital disconnected from community over number of years.
- Easy to measure disconnection, outmigration statistics and your patient mix, if people are leaving why, and who is staying. Ones that can leave are leaving. Patient mix 25% self-pay.
- Believe that this whole community still exists and the newspaper thrives on keeping the cancer cluster of years ago alive and well.
- Ditto. May be part of the reason that it is very difficult to recruit professionals with young families to the community.
- Ditto jungle telegraph. Potential for viruses, so and so has this, never any thing from department of health, all hear say, could be a better line of communication between professionals, work well to validate rumors.
- Knowing where and how to contact resources that we have, don't contact into things. Resource Directory is not used necessarily, one that we have is really out of date, not utilized very often.
- We do have resource lists available through coordination office, discharging planning, homecare, including what is offered in Reno and Carson City and points between that.
- Good old boys in this town, been around here forever, see it climbing a little bit of a ladder. Weren't in the group, don't give a damn about you. Very anti-growth.
- Had Leukemia cluster and never determined what caused it and turned around and invite this company in.

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- Didn't mention the fact that they were going to have 150 tons of emissions out of the smoke stack every year. EPA knows it.
- No cooperation as far as he sees from City and County. Should be a harmonious unit. And it is not at all.
- Truckee Canal in jeopardy of being such down. County Commissioners got a petition quick, 20,000 signatures, keeping Lahontan Dam going. Can't get them to acknowledge that theirs is an odor.
- Being heard politically because I feel that Churchill County been treated like a bastard stepchild by federal representatives.
- Federal representatives do things that make it difficult for things to happen, nobody wants to do anything for us, but want us to give to them all the time. A lot of places wanted to do industrial work, hasn't happened.
- Can't even use home economics as such. Don't teach how we used too, now it is an elective; love to see it put back into the perspective of growing children to do things. Favorite people cook who learned in school.
- What do we value? Value sex education. Do have a high birth rate, but maybe it is good, better than having a high abortion rate.
- Can never mention G-O-D word. Family perspective. God father, earthly father, mother, and children. Can't teach that. Convoluted notion going on. Children teaching children.
- People don't know how to budget. Nation in plain bankruptcy, rest of us paying for it. Know how to balance a checkbook.
- Not a money question on the proficiency test for the state of Nevada.
- Life skill. Less stress you have, healthier you are.
- People always trying to fight someone else just because they're bored.
- People who don't have anything good to say--angry.
- Major challenges are people judging people for who they are--not judging.
- Miscommunication between groups, sexes, and races.
- No trust anymore between groups and other people.
- People are too ashamed of their town to actually do anything about the problems.
- Whole community has very bad communication. Ain't gonna say the whole community because we don't give a crap. Don't care because they're having fun. Ask parents instead; say school, not whole community.
- Wonder if the young people of this town could rally together and help some of the seniors with their yard work and do some community work. Painting homes, pruning trees, etc.
- Problem with system of reporting fires and how they respond. Fire in apartments, dispatcher said there is a controlled burn that way. Tenant isn't here, send somebody to investigate it. Sent police.
- Getting rid of CC Communications, owned by the county, do everything possible to block out other telecommunications community. Internet got dial up. People PC Communication.
- No local access numbers because CC Communications made sure that you can't use local access numbers for dial up, have to use the things.
- Friend on SSDI, once a year goes over to Welfare to get letter filled out for eligibility for reduced rate. Harass people.
- No common cause, nothing saying that these are the industries that we are going to pursue. Nothing that the big four communities can work together to pursue. Too fractionalized.
- County had opportunity to pursue the industrial area, let it go, don't know why they did it, don't see their point. County didn't want to budge, and industries went over to Fernley. Planning issue.
- Airports, roads, railroads, large labor pool--both skilled and non-skilled folks. Would like to

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have outlet for labor pool.

- Real challenge is to put personal feelings aside.
- No growth attitude that is around here is a challenge.
- Challenge with education, things students being involved with is not a good thing for the community, pointing of fingers and blame.
- Minorities being blamed for activities that are at the school.
- Indian students punished rather severely.
- Pieces left out when something big is pushed forward, always a community that is left out, or even communities that are left out.
- Ditto. Failure to communicate with one another.
- The tribe here and the people on the base their kids are counted on the school to get funding for them, but both of those groups don't have a voice on the school board. Redistricting a problem.
- Getting the word out to people; have a forum right here, right now, see it in paper, getting word out to people is extremely difficult. Need to find a venue to let them know what you're doing.
- Concerned vets, aware of a lot of them, not going to see them, not going to get the input.
- Agree with that, in some respects people just ignore the information, put out information, but people ignore it, figure out way to put information out, people actually digest and use that information.

Strengths, Assets

- People here are extremely friendly, and that was really nice.
- People in this area if there is a specific issue that is of importance, people will come and participate and try to do something about that. Sage Grouse situation=good turnout.
- Law enforcement, especially Sheriff's understands what goes on here, and understands the livelihood of the farmers and everything. Respectful.
- Still have a base of old-time and long-time families who have lived in this area. Source of strength to those that have come into the area. Admire old time families that are here.
- Fallon a community where the past is in sight and the future is taking flight. Really true, core in the families, and supersonic jets flying over every day.
- Small town thing is good. Can also be not such a good thing, can be double edged sword.
- Really believe that we have a community that collaborates, community that supports itself. People in individual positions who look out for the whole community.
- People are supportive of the community and the people in the community. Good collaboration from your perspective.
- Recreational opportunities. Top Gun. Not advertised, need to be.
- Friendliness of the people. Move here alone from across the country, willingness to get you help to get you situated.
- Churchill County, City of Fallon have a very good relationship with the base.
- Word gets around fast.
- One good thing in the community: people in it, but they don't take the time to make friends with others.
- Challenge each and everyone to take a moment and visit someone in the Manners. Their legacy is us, and takes some time to learn about it.
- Are strengths in community and challenges that come with them and nobody has the willpower to put them into effect to make our community better.

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- Only phone system in US that is County owned and they provide great service.

Projects, Initiatives

- Good relationship between Fallon and Fernley, break in canal didn't help, too many urban people in Fernley and importance of the canal. Utilize White Paper.
- Help others understand our plight in terms of the canal, and rebuild relationship between Fallon and Fernley. Communities and governments need to understand that. More working together.
- Local food, develop a better relationship with Reno and know how important they are to them, understand what good stewards we are of the land, and responsibility to buy stuff from us.
- Number one trend in agriculture is the buy local movement, long-term more of us out here spending time in Reno so they would be more willing to support our water.
- Community events--build traditions, e.g. Santa Fe Christmas Eve walk.
- Seems to be that you have to be old before you get leadership positions in this community. Need to work on getting youth involved in the community.
- Community Involvement thing, with hospital and school district, always trying to get more involvement of the community into the schools. Down falls is buses, once gone, they're gone.
- Start accentuating the positives. Newspaper--gone through many owners, love to sensationalize it, people moving in to take advantage of the research that was going to go on, got counted in cluster.
- People moved in to be part of the research that was going on to help save their child and get access to the research that was going on.
- Have assets, bringing all those organizations and leadership together.
- Get beautiful things out, along with the leadership of the newspapers and the radios in town.
- Discover Fallon, tabs of things supposed to be able to do on Fallon, only 1/8th of what is actually available in Fallon, no Lahontan and State Park, or Rec Department, Outdoor pool, festivals, etc.
- DiscoverFallon.com, came across it because researching to move here, so much--lived here 9 months, found out yesterday we have Boys and Girls club.
- Not known people who had lived here or are from here, wouldn't have moved, research, very little positives, knew people that were from here.
- Find a way to celebrate its uniqueness and its success over the years in becoming what it is. Wonderful people, wonderful opportunity what to do. When you get here,
- On-line and look up Fallon, don't see the positives; don't think the community does a real good job of selling itself.
- Promoting the community, needs to be some solution to our pending water issues. Pending water rights, long as we've been here it's a problem, canal problems, and resolution to these issues.
- Encourage, trying to get everyone who lives in this community to do business in the community that they live in, go to local dry cleaner, local grocery store, etc, keep money here.
- More competition for phone system, or at least have them lighten up again.
- Already stated that. Youth Center, mentoring, jobs for the kids, need to go on, not just now, but also in 10 and 20 years down the road. Like to have kids we work with now work with their grand kids in Fallon.
- More communication because some people don't get the paper and sometimes a lot of people that don't know there are lots of programs going on.

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- School board redistricting so both the base and the tribe have a voice on the school board. Putting money into school system, but don't have a representative.
- Don't really have a voice in the teaching culture in schools, would like to teach Native American culture in schools.
- Educational planning should be strengthened, include reservation and other interested people besides the town.
- Like to see a city work with both the tribe and the base--good old boys for so long, can't move ahead, forgive and move on and get on with getting on with the things that we want to do. Work together. Build a bridge
- Representations here in this part of the county redistricted, representative that represents Churchill County in legislature lives over in Eureka.
- For a couple counties. Nevada 211. Online and as well on phone system.
- Need to promote ourselves more here on what we do have available.
- People from Reno don't see where the milk comes from.
- Do something with Cantaloupe festival, need to promote that more, and have more professional things going on in there. Have a big huge tent, like garlic festival in California. So small don't have funds.

Other Comments

- Small town--maintaining personal connections. How do you as you get bigger still have community for lack of a better term.
- Fallon, Reno and San Francisco--Fallon, say hi back, Reno=more nervous. San Francisco--totally ignore you. Maintain that over long-term by micro communities
- Q: Do you know what people are looking for? 211 system may offer some of that.
- Q: How are the relationships between the base?
- I think they're good. The City realizes that they help economically with this town. If base wasn't there, we would be suffering much, much more. CAGs every couple of month, infuses money.
- Q: Lack of cooperation between City and County--persistent?
- Sure. Nobody wants to give up their authority. They've never been friends. Power struggle.
- Incentives are there for the individual county and city.
- Combine them and they'll lose the city. So afraid that they won't get what they feel they deserve.
- Q: Do you think the community, local government, people live and work here have a vision for economic development?
- Don't think the leadership in this town has the vision. Surprised there aren't more people here. A lot of apathy.
- Q: Two and three jobs versus stalled out?
- Point of being shut out and shut out, just get frustrated. Struggling to get things done. Just get burnt out. Told can't happen here is frustrating. Never done that. Never work.
- A lot of people here, good community, but most of the people had as friends, coming from base or moved here from other bases. Haven't been native Fallonites. Never belong. Never part of group.
- Sometimes people move away or just give up.
- Q: How many have e-mails: Have e-mails, don't have computer at home, they have three at senior center.

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- Q: Do you listen to the radio? All the time. Listen to 980.
- Q: Are health care needs provided for?
- Hospital and nursing home. ER is always busy. Problem is affordability of insurance, most seniors on Medicare and most of them have a supplement. Lot of co pay for meds that you have to live with.
- Lifeline depends on your income. After Veterans pension, not on lifeline anymore.
- Hospital is great, love that hospital, I have to go down to Carson City to see doctor because there are doctors at hospital that won't take Medicare people.
- Q: Tribe, base, county, city working together--some of challenges how to make that work in that how do you hold joint meetings, get people willing to come from each entity coming together to work?
- Need to achieve those objectives, meeting seminars or something like that, make people aware of what you plan to accomplish here, accomplish community unity and togetherness.
- Want information from UNR about archeologists and anthropologists that we'd like to have a meeting with. Vast depository of information.
- Q: Would it be practical to have joint meeting between County, City, Tribal Councils and people from the base, what is best mechanism to build those bridges?
- Loaded question, for one you have to have people that have some type of vision. Two, people in there to make a decision.
- Don't think you'll have a lack of finding people to get involved, but agree it's getting decision makers to get involved and push decisions forward.
- Way it is right now, each entity is doing their own economic and community development, but they do not share these things with one and other.
- Write all the particular individuals you want--town hall and invite people out. Notice out--just out today, curiosity see what the meeting is about.
- Q: Part of it is building trust, all sides have to come to the table with no preconceived notions, what does get everybody involved and actively interested in participating in processes like that?
- Leaving out entity--BIA, federal lands, BLM, want to do other things outside of county or city limits or stuff, going to run into that.
- Q: Getting the word out better, frankly not unique with all communities, considering your assets, and all communities, considering the way things are, what ideas do you have, how could that information be more effectively disseminated?
- Wish could give you one said answer. Newspapers, not everybody reads local newspaper. Reader boards that come up in different places. Billboards available for use for community service.
- Borrowed orange signs from NDOT, KVLV radio, KHWG, not everybody listens to them, have to use everything to shotgun everybody, number of fliers trying to get information back up, use media you could use.
- Q: List of all of the contacts? Some of us have that, but it hasn't ever been published.
- This morning mentioning it to one of the US Fish and Wildlife, didn't know about it, calling husband immediately to do it. Couldn't get anything done unless you have phones ringing. More people promoting.
- Q: Existing phone tree networks? There are. Girl scouts.

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- Tell one of Republican or Democratic Parties that this is happening, and everybody knows it.
- Public retirement group and things.
- Sherriff's department, NISTLE, going to be a amber alert for community services, Vern did a presentation on it. Notify you on cell phones, computers e-mail blurbs, etc.
- Just for community information.

Infrastructure: Theme Comments

Challenges, Problems

- Getting power grid updated to modern times, one of the power transformers exploded on the property. Highway patrolman said they're all outdated an old. Carrying too much.
- Brownouts on the farm all the time.
- Stillwater doesn't happen anymore.
- Lack of funds being provided to the community--not being used correctly. Road taxes not always used for the roads.
- Maintaining the small town feel as we continue to grow. Keep connections going. Lack of adequate of rail spur
- Municipal Airport here in town--maintain private aircraft. Corporate jets--lacks adequate runway. Decent airport=more business.
- Streets here are substandard. Roads leading into the college are very inferior.
- Access into local establishments and on the streets, the conditions of the streets and the obstacles that there. Playgrounds, things like that. Older buildings that haven't been remodeled.
- Accessibility. Drive around. Outdoor pool is not accessible at all unless you have somebody that could help you up the stairs. No ramp. One playground totally accessible, others aren't.
- Poor ground cover for wheel chairs or walkers or canes. Just built a new park and it's not accessible at all. Say that we have one park that is accessible, the rest don't have to be.
- Infrastructure, not only what we have, but developing the utilities, the water, all the things people would need to set up their business.
- Wind, solar, geothermal, whatever else we might be able to develop ourselves.
- Support a huge piece of the geothermal that this point. Being able to provide transmission to and from.
- Redoing the Fallon Roads over and over and won't do a small extension of road without a payment from home owner.
- Why not Churchill County for manufacturing some of those components. Could as well benefit from alternative energy.
- Manufacturing plant here in Churchill County--partnering with other counties as well. Railroad that comes in here. Railroad comes in here.
- Manufacturers listed in article for different places.
- Pulled up article on Germany--how they've basically gone after alternative energy and put tens of thousands of people to work and benefited their country.
- Armargosa going with huge solar farm. Huge place for solar energy collection.
- Power is the biggest problem. Two and a half miles away on Turgeon Road.
- Put in solar project, put on grid free. Put in other businesses charge \$250,000 to put the power in.
- Three to four major companies can split the shares.
- Planned urban developments on farmland. 124 and 5, go through Salinas, right on beautiful farm land, got big housing developments.
- Airports, roads, railroads, large labor pool--both skilled and non-skilled folks. Would like to

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have outlet for labor pool.

- Infrastructure, since they took our geothermal money away it's difficult. More trails and stuff in community, watch people jog by every day.
- More focusing on ADA, in and out of Wheel Chair on routine basis. City doesn't appear in a lot of the businesses to have a lot of focus towards people with disability. Challenges and difficulties.
- Difficult with doors don't open correctly, adequate restroom facilities, etc.

Strengths, Assets

- Public transit is a definite asset. Working pretty well.
- Pretty good system and they run till 6.
- Railhead coming right into town.
- Good interstate highways coming into town.
- So many changes over the last 20 years at the hospital, major changes, EMT service is second to none.
- Fact that this is the best hospital that I've ever worked at, never worked with more caring, nimble, and responsive group of people that do the right thing for every patient every time.
- Worked at all three major hospitals in Reno and in Carson City, very proud to be affiliated with hospital.
- Geothermal assets.
- Awesome fire department in Fallon, good emergency services in Fallon.
- ISO certified fire department.
- Railroad is an asset that could be used some day, city shouldn't pull the railroad.
- Highway accessibility, good transportation access.
- County actually keeps up with capital outlay and makes capital projects, don't put them aside actually have a master plan on how to do that and save money.

Projects, Initiatives

- Alternative energy would be prime around here. Wouldn't use water that they need for agriculture, and provide jobs that could keep young people in town.
- Water, Truckee canal, hopefully fits in short-term in it, needs to be repaired so more water can come through the canal.
- Not accommodating more, returning the flow to where it is supposed to be going.
- What should be going to Lahontan is going to Pyramid.
- 350 now should be 1000. Because of the break, government intervention.
- Significant interest to attract a cheese plant again. Local processing plant to process milk without having to pay the haul cost we're currently paying.
- Wal-Mart building. Be neat to see somebody come up with something unique. Indoor activity place for kids. Fairgrounds underutilized.
- Fairgrounds--high school rodeos. Silver State Rodeo--3rd through 5th in state. Attracts all of West. Australia here few years. Stock contractor has to pre-build fairgrounds for his animals.
- Maine Street--Elko, walk down Main Street, saddle shop, Mom and Pop type businesses. Be nice to have something that is a Mom and Pop store in Main Street. Locally focused retail.
- More accessibility, parks, projects like that. Follow up on that. Not right. Indoor pool accessible. Outdoor pool not accessible.

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- Depend on the economic situation, work on infrastructure and business. Need to be continually looking at that and working on it.
- Maintain positive projects, e.g. Maine Street.
- Would like to see us be moving towards more green energy, and more green projects overall. Home business, industry.
- Starting a recycling program so the mindset of the community becomes renewable.
- Transportation system--bus system from base to town. Bus to Reno too.
- Highway 95 needs to be rerouted, especially around high school and junior high.
- Traffic signal at Robinson Lane and Sheckler Road--too many incidents. Red light camera.
- Revitalize Maine Street because it doesn't serve its purpose.
- Airplane Park on the west side of town. A-7 on a tick. Jetway Chevrolet. South End of Maine Street. Three Pillars with three Navy jets so all traffic comes underneath the jets.
- New Library--existing library meant to last 20 years in '67. New book=book off shelf. Navy no longer supports library on installation.
- Now have decent highways going between here and elsewhere, was a long-term that has developed.
- Transportation needs to be focused on to allow after school programs.
- More public transportation. Only have two taxis. When you live out in the BFE--bum freakin Egypt--hard to get around without care and license. Ditto
- More hospitals in the community.
- Need buses in this community so people who don't have cars can get in and out of town.
- Called the CART bus--just call them, it's free.
- More development means that we'll need more access Roads. Rice Road to Williams. Whittiker to Sheckler.
- Love to see a better transportation system. Has been attempted at times. Better transportation system. Small local one. Work at St. Mary's in Reno. Lots of people commute to Carson and Reno.
- One time bus from here to Carson--stopped because they didn't have the ridership.
- Work four days a week. Long day to put in and then drive.
- Pass a bond and build a geothermal plant of their own, get the county on board.
- Fix the road between here and Vegas to four lanes.
- Would like to see railroad be used for transportation between here and Fernley and Reno, public transit. Commuter rail.
- Need to run into Reno to the malls. Spanish Springs make a loop and come back out twice a day. Many people that are homebound would use it and come back.
- Multipurpose building, ball fields, soccer, and larger swimming pool. Didn't get that, so we ended up with something. Revisit plan that was developed and pursue it.
- Tribe can do a joint venture with the City and County in developing it.
- Want an all-sports facility, wrestling tournament, convention, basketball and have horse show at the same time. Use pins and what not at fairgrounds. All use facility. Parking, space, just brought ground.
- Like to see them do more geothermal plants that make jobs for veterans that are qualified to do

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gas turbines.

- Facilitator: Retired military people can be workforce? Yes.
- As long as we have desert out here, should do more with solar and all of that.
- Trails would be great if they could do some jogging and running trails. Many people that run down road that is two way, just never know, and is dangerous.

Other Comments

- Q: How widespread are the electrical issues? Few a week.
- Don't know how broad they are. Commercial bakery and kitchen, lots of electronics, constant problems with brownouts taking electronics down.
- Internet comes in and out.
- Whole line down Sheckler Road is this way.
- Towards Lovelock is the same.
- Q: Electrical? NV Energy
- Q: Internet: CC Communications lines.
- Q: Are the houses accessible? In the private sector, there are problems with accessibility.
- Q: Public facilities?
- Restroom facilities, door, getting in and out of program. Don't have challenge, isle ways to get on down, big problem here. Can't go in there. Entrance doors, restroom facilities.
- Oats Park, difficult because it's all dirt, gets stuck to get to the restroom. New bathroom for handicapped.
- Q: Sidewalks on again off again? Yeah, dirt with a wheelchair.
- Q: Outdoor swimming pool? Working on ADA issue.

JOBS!! – Economic Diversification: Theme Comments

Challenges, Problems

- Agricultural diversification--think we've got narrow minded and pig headed farmers that are stuck in the past and don't see that we have to change in agriculture, consider myself one of those.
- Water and economics are two of the biggest challenges to maintaining agricultural base. Developing things in general to keep youth here--sustainable income.
- Quality jobs--not here, they're moving on. Always an issue.
- Businesses too. Maine Street is awesome, but wishes there were more businesses. A lot of them left. Don't know if community can support them. Obviously not.
- Economic development is one of our major ones. Having necessary components to attract businesses and industry to come into the community.
- Not as major, do the economic development, making sure whatever we do really supports the needs of the community; whether it be businesses don't require water and provide jobs.
- Also know currently having issues with Bango Oil, and determining whether or not that is the best use of business in our community.
- Diversification in industry here. Too busy sucking on the hind--living off government and Navy base and that. Navy base run as our county. Lot of revenue. Lot of business should take care of them.
- Got to look towards the civilian community and bringing in more revenue here.
- Employment for spouses is a problem; housing
- Growth, industrial growth. Super markets

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- Ditto. Home Depot. City needs to grow
- Economy is a challenge. Small town community has a tough time insulating itself against retail downturn.
- More music shops and stuff. Sell guitars and drum sets and that kind of stuff.
- Economy is major challenge. Brought stuff with her, for ideas for economic possibilities. Articles off the internet on alternative energy manufacturing. Reid making energy hub.
- Why not Churchill County for manufacturing some of those components. Could as well benefit from alternative energy.
- Manufacturing plant here in Churchill County--partnering with other counties as well. Railroad that comes in here. Railroad comes in here.
- Manufacturers listed in article for different places.
- Pulled up article on Germany--how they've basically gone after alternative energy and put tens of thousands of people to work and benefited their country.
- Need to offer incentives for expansion as far as good clean industries. Need to attract industries in whichever way we can. Good green jobs. Good jobs that give people work.
- Give them property, 640 acres, willing to give anybody wants to come in a spot on the land in order to get an anchor started. Go to City Council, planning commission meeting.
- Biggest challenge is lack of industry.
- Winnemucca dump facility, experience with Bango Oil. Need to be really careful on the type of companies you let into your communities.
- Bango Oil--NDEP has been terrible, worse overseer in the world.
- Once an industry gets in here, and they prove to be unreliable with their stories, nothing you can do about them. Scare counties, if you don't do this, we'll sue you for \$10 million.
- Need to get technical people in, good jobs that are good paying jobs. Good old boys quelch things that might develop the town.
- Upset politically, two agriculture and mining are where it's at. Cut their throats, you've cut the people who are the consumers.
- Mining act of 1876 not been revamped, foreign countries that own mining resources here, and pay same exact fees as South American. Paying huge royalties abroad.
- Half employing people from own country, not enough local people are getting the jobs.
- No jobs. Absolutely no jobs. Got three kids living with me, and they have been looking for 6 months for a job and there are no jobs here. McDonald's, Burger King, Wal Mart, None of them have jobs.
- No growth attitude that is around here is a challenge.
- Airports, roads, railroads, large labor pool--both skilled and non-skilled folks. Would like to have outlet for labor pool.
- Jobs. Really no industry here in Fallon any more because it is moving to Fernley because this town doesn't have anything to offer industries.

Strengths, Assets

- Diversification is a major assets of the community, source of income in agriculture, business, base, result of all different sources not as subject as bad serious downturn in any one.
- Do have a business base, though it is not as strong as I'd like to see it, underappreciated, and unpromoting it rather than promoting it.
- Potential for growth here.
- Casinos help us keep going.
- Economy is diverse and that's good.
- City built New River Business Park. Girlfriend works at Gemini who is a large factor out there.

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- Railroad is an asset that could be used some day, city shouldn't pull the railroad.
- Highway accessibility, good transportation access.

Projects, Initiatives

- Have to figure out how to keep our tax dollars here. Wal-Mart crowds out Mom and Pop places. Car dealerships, lost GM and Dodge dealership. Hope we could get dealerships back here.
- Biggest challenge is lack of diversity in the business community--lack sufficient manufacturing and warehousing.
- Succeed in bringing in some kind of business. Need more jobs, industry.
- Ditto. Plant or factory.
- Maine Street--Elko, walk down Main Street, saddle shop, Mom and Pop type businesses. Be nice to have something that is a Mom and Pop store in Main Street. Locally focused retail.
- Businesses on Maine Street, get some more businesses there, and get them to come in and stay.
- Don't know that people think they can open a business with no capital in Reno, some open and 6 months later they're gone.
- Jobs. More jobs needed. Always been an issue.
- Depend on the economic situation, work on infrastructure and business. Need to be continually looking at that and working on it.
- Maintain positive projects, e.g. Maine Street.
- Development is both short-term and long-term commitment.
- Would like to see us be moving towards more green energy, and more green projects overall. Home business, industry.
- Diversified--get away from looking at one. Congress gets upset at us, or get offers from someone else, they'll jerk the Navy base out of here right quick.
- Develop ideas for rehabilitating the county, sort of like they are doing with Maine Street. More trees. Redevelop the ring around the town in the county
- Some type of board that the military has to the community with the spouses. Very difficult for spouses to get a job in town because they'll only be here for two years. Stigma problem.
- Stigma--hard to get an interview. Because they want longer term employee. Rather not hire and train when they're leaving in two years.
- Nevada has a unique opportunity to draw businesses into Nevada because the low tax rate. Could be opportunity to draw people into the area. Concentrated focus=easier to get here.
- Airplane Park on the west side of town. A-7 on a tick. Jetway Chevrolet. South End of Maine Street. Three Pillars with three Navy jets so all traffic comes underneath the jets.
- More retail opportunities but have larger retail options. Need something to drive to Reno or shop in Fernley. Money taken out of community and given to Reno.
- Downtown lot of empty buildings, like to see it really flourish, and become better. Beautiful what has been done.
- Small businesses.
- Need more jobs.
- Need more hydroponic farmers so can grow crops year round.
- Don't need a big store. Don't need that stuff. Don't need to tear town whole town. You guys are retarded in my opinion.

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- Need to develop industrial park, need to be cautious on what we invite in.
- Like to see a city work with both the tribe and the base--good old boys for so long, can't move ahead, forgive and move on and get on with getting on with the things that we want to do. Work together. Build a bridge
- Allow the tribe to buy land and do businesses in town without being forced to jump through hoops.

Other Comments

- Q: What do you consider a quality job?
- Something that doesn't pay minimum wage.
- Factory came in would be good. Joyce and Kindall Metal would be good.
- Creamery in. Somebody in County shot that one down. Bring jobs in, benefit local dairymen by not having to sell milk out of state.
- Q: More detail on Maine St. problem.
- Highway 50 is Main St.
- Mall might work well in area.
- Don't have enough.
- Option other than Wal-Mart--Target.
- Reno trip 3 times a month would like to be avoided.
- Denny's. Name brand--Chain Restaurant. Chile's. Outback.
- Attractions here. Business generated locally.
- Wouldn't buy gas in Fallon because 30 miles down the road it would be cheaper.
- Trip to Reno on the low side costs \$100.
- Brands of things that they won't sell here.
- Girls opposed to buying clothes from Wall Street.
- Road from Fernley to Fallon four lanes happened is OK.
- Q: How many have a small business you're already working on? Six raise hand.
- Q: How many know that there is a small business development center here? No one raises hand.
- Q: If you've Been Here your whole life, raise a hand? One-third raised hand affirmatively.
- Q: Less than two years? Dozen respond affirmatively.
- Q: Plan to leave Fallon as soon as you graduate? 99 percent.
- Q: How many stay? Two.
- Q; Stay if you could get a good job? One-third raised hand affirmatively.
- How many anticipate military? 15 responded affirmatively.
- How many in ROTC program? Not many.
- How many involved with Ag? Seven.
- How many agree more to do in Reno than there is in Fallon? 90 percent.
- How many rather live in Reno? Half responded live in Reno.
- Why would rather live here than in Reno?
- Feeling of security.
- Lots of outdoor activities.
- More STDS in Reno.
- More problems in Reno due to higher population.

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- Cleaner here in Fallon than in Reno.
- Since it's a Casino town, busier. Like sleep.
- How many things that nobody cares about what you have to say? Half responded.
- Q: Are there enough jobs for men, need more jobs for women?
- Look at what I see in the paper and what hear is around, not too many women doing heavy work in the geothermal, some drive big trucks. Special woman to want to do physical work.
- More work for women maybe requires more education; nurses make good money, variety of work that would inspire someone to go to work instead of go have a baby as a teenager.
- Waitress, better tips than minimum wage per hour in the stores that are available and in the Casinos.
- Only areas opportunities for women are jobs on the base in terms of pay. Maids on base were making \$14 an hour, at motels making \$5 an hour. Not really any opportunity for ladies to get into something else.
- Not an easy situation to get out to the base.

Positive Image Projection – Branding: Theme Comments

Challenges, Problems

- Major challenge is people outside that move into the county that don't understand that agriculture makes this community thrive. Fernley canal broke, didn't understand importance of that to farmers.
- Still have Leukemia/Arsenic crap hanging over head outside of the community, problem for small scale ag producers.
- Economic development is one of our major ones. Having necessary components to attract businesses and industry to come into the community.
- Getting into primary care physicians is a difficulty, hospital working hard on recruiting, and one of the major challenges.
- Fact that we are rural, and we are so close to Reno and there are an awful lot of medical facilities that keep drawing and pulling. Do have resources that we can't offer.
- The old hospital stories still are very well and alive and many of the families who have been here forever don't go to new hospital.
- Overcoming the small town telegraph, and making sure that people understand what is really going on. Small town wonderful jungle telegraph, part of story turns into whole story. Correct information out.
- Ditto jungle telegraph. Potential for viruses, so and so has this, never any thing from department of health, all hear say, could be a better line of communication between professionals, work well to validate rumors.
- Believe that this whole community still exists and the newspaper thrives on keeping the cancer cluster of years ago alive and well.
- Ditto. May be part of the reason that it is very difficult to recruit professionals with young families to the community.
- Community doesn't like to talk a lot, but need to talk more. Major strength is widespread but underused.
- Are strengths in community and challenges that come with them and nobody has the willpower to put them into effect to make our community better.
- Most states don't have a noxious odor ordinance.
- Can't walk out in summer time because of odor. Goes into furniture.

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- Three distinct smells get a chemical; get another one that smells bad. Perfume in it because it smells so bad.
- Other night, lung cancer patient can smell it through oxygen.
- Can't stress how fearful that I am that somebody else in community has to go through what we go through.
- Getting the word out to people; have a forum right here, right now, see it in paper, getting word out to people is extremely difficult. Need to find a venue to let them know what you're doing.
- Concerned vets, aware of a lot of them, not going to see them, not going to get the input.
- Agree with that, in some respects people just ignore the information, put out information, but people ignore it, figure out way to put information out, people actually digest and use that information.

Strengths, Assets

- Rural atmosphere, lots come for that, but more come for that, less of it we have, has to be a balance there.
- Diversification is a major assets of the community, source of income in agriculture, business, base, result of all different sources not as subject as bad serious downturn in any one.
- Pass.
- Do have a business base, though it is not as strong as I'd like to see it, underappreciated, and un-promoting it rather than promoting it.
- Access to community college which is strength for businesses that need to train people.
- Rec--not a lot of regulations in terms of can and can't do, public lands, atmosphere that this community provides. Ag, hunting, fishing, etc.
- County Government, Commissioners started to take action to preserve an agricultural base, lot of communities in central valley have forgotten that and appreciate that in commissioners.
- Diversification and the support of government that is not just unique to agriculture or economic development.
- Incredible agreement in this community of where we want the community to go and where we would like to do.
- Natural resources that we have in this county, allowed to develop geothermal and that has provided monies coming into the county. Federal and state governments skimming off geothermal revenues.
- Pass.
- Good that we have a county owned Phone Company that provides some of the revenue that other counties can't.
- Not leaving the town, staying here.
- Location is a huge asset for agriculture. Small scale farming has to be within an hour of a major market. Close enough to haul stuff to market without a lot of cost.
- 60 miles from everywhere, central point, Hawthorne, Lovelock, Fernley, Silver Springs, leave Reno/Carson out of the mix we are core for West Central Nevada.
- People here are extremely friendly, and that was really nice.
- People in this are if there is a specific issue that is of importance, people will come and participate and try to do something about that. Sage Grouse situation=good turnout.
- Volunteer fire department we have here has got fire insurance rates lower than they are in some of the cities where they have a hired fire department.

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- Major fire on a Sunday night at 7 o'clock and were there in less than 4.5 minutes.
- Law enforcement, especially Sheriff, understands what goes on here, and understands the livelihood of the farmers and everything. Respectful.
- Still have a base of old-time and long-time families who have lived in this area. Source of strength to those that have come into the area. Admire old time families that are here.
- Fallon a community where the past is in sight and the future is taking flight. Really true, core in the families, and supersonic jets flying over every day.
- County support and community support for transfer development rights and conservation easements. Aggressive at pulling some of the money out of farm grounds, so young people can afford to farm.
- Two sales yards that will allow people to sell a small quantity of animals without having to consolidate with full truck loads.
- Agricultural sufficiency. Agriculture is successful.
- Base and farmlands. Natural resources--geothermal, wildlife. Lake Lahontan is nice place to camp.
- Also have a nice mixture in the community of a variety of people--military, farming, service, and manufacturing community as it continues to grow. Nice balance.
- Farming hick town community, very good strength.
- Anybody who thinks that farming is going to be sustained forever here--something wrong. Water and ground are worth too much money.
- Ranchers who were able to sell water rights and transfer it to Fernley. 50,000 an acre just for the water. Get smaller and smaller.
- 60 miles from everywhere, central point, Hawthorne, Lovelock, Fernley, Silver Springs, leave Reno/Carson out of the mix we are core for West Central Nevada.
- People--library, arts council, museum. "*Nevada still lives on in Fallon.*"
- Tourism is not huge, but do have something. Base, Sand Mountain, drag strip, sand range.
- Clean. Not a whole lot of trash bags and clutter all over the town. Main areas seem clean.
- Really believe that we have a community that collaborates, community that supports itself. People in individual positions who look out for the whole community.
- People are supportive of the community and the people in the community. Good collaboration from your perspective.
- People in the Fallon area are great.
- Recreational opportunities. Top Gun. Not advertised, need to be.
- Community that values family. Word out on why great place.
- Low cost of living.
- Fallon Youth Football League strengthens community bonds.
- School system is strength. Two kids through it have performed very well academically.
- Four Lane roads that they have between Fernley and Fallon. Road has saved lives.
- Open space. Lots of room. Don't realize what it is until you go somewhere else. Valley can see Mountains, can't see Grant Peak it's hazy day.
- Love the openness, natural, not a lot of commercialism, or major industry. Like the small town.
- Easy access to a variety of outdoor recreation opportunities--skiing, hunting, fishing.

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- Proximity--skiing, Reno, San Francisco, Pyramid Lake, camping at undeveloped campgrounds and can really relax. Hub of rural community with access to other areas.
- Small Nevada town--actually have a huge strength in diversity--military in Fallon makes for a more diverse interplay in school district than you would in other areas.
- Churchill Arts Council is strength. Bring music and arts to town. Good PR.
- Variety of Churches, no matter what denomination you are, you can probably find it here.
- Community involvement here, community wanting to be part of the process.
- Housing cost is low.
- Strategic location is awesome too, mountains on all sides of us, lot of things for the kids as well.
- Word gets around fast.
- People are willing to talk about problems.
- Arts center is a nice edition. Bringing in more cultural types of things in this area is a good type of thing.
- Biggest asset is where we're located. Not far from Reno or Carson. Great area except for Bango area.
- Wonderful that horse operation is here, American Paint Horse Association has four major horse show here, used to be Reno and Truckee. AQHA, National Riding Horse Association, Senior Pro Rodeo.
- Fallon horsemen association.
- Good community, nice people, good location.
- Great weather.
- Solar, wind, for alternative energy development.
- Weather and location are two big ones, go hand and hand with tourism and promoting it throughout the area.
- Weather, beautiful valley, mountains, couldn't be any more perfect.
- Beautiful Stillwater refuge.
- Fabulous horse community, 4-H, FFA, and Ag.
- Feel safe here, enjoy the area, enjoy the climate.
- Total strangers will say hi, and still do that, people will wave even know they don't know who you are.
- Able to never lock house, and hasn't been for years, don't worry about it.
- Wonderful that horse operation is here, American Paint Horse Association has four major horse shows here, used to be Reno and Truckee. AQHA, National Riding Horse Association, Senior Pro Rodeo.
- Fallon horsemen association.
- Good community, nice people, good location.
- Ditto.
- Degree days, has to do with the wine production, number of sunny days are actually better than Napa Valley.
- Kept records with the extension, use that a lot put together a progressive thing.
- Wineries will be productive.
- Dairies.

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- Elderly population, and established pioneer families and the ties we have to them, community is still really young. Really an asset, big thing that could be exploited and cultivated.
- Pool, lots of people at the pool, lots of people there early in the morning, lap swimming.
- Big Sand Mountain.
- Pony Express that goes through here, go all through this county and connect on out. Radio stations use that.
- Great police department from Sheriff's to our Police.
- Grad night, they open the base up, facilities they got there, they can go swimming, dancing, go karts, pool, chaperoned situation, that is one of the best assets that we've had. Military and civilian population.
- Golf course.
- People here are very friendly, and think that the senior center do a great job here.
- Great museum.
- Small town living, much better than California.
- Also have an Arts Center.
- A lot of amenities that people probably aren't aware of, but we know about them, and the climate here is generally wonderful.
- Quilting community is strong, hearts of gold quilters, and Nevada Quilt Guild are strong, and get community support from City and Convention Center.
- Outdoor quilt festival, and brings people into community, City and merchants could be more accommodating.
- Farmers Market--everybody in town used to go to that before they moved it out to the Fairgrounds, and it is terrible, move it to the high school would be better, Maine Street would be better.
- Old people can't walk on the bumps on the Fairgrounds because nothing is paved. Walkers and Wheelchairs can't get into it.
- County Fair and Hearts of Gold Cantaloupe festival.
- Only phone system in US that is County owned and they provide great service.
- Outdoor auditorium and the Berkley Park, Arts Center.
- Yeah, but they need to advertise more. Lot of people don't buy the paper.
- Why buy the paper, three sheets and 50 cents for the daily, and a dollar for the Sunday paper.
- City does a really good job in having Memorials, and Christmas things, etc.
- Senior leadership of City will talk to anybody, and has open door policy.
- Like the farmers market, don't know what the concept is right now, never gone, but do like the concept, had them in CA, if they're done right, real good, real asset. Not done right, eventually go under.
- Asset to downtown, not at the Fairgrounds because all the businesses profit from it.
- Ditto.
- Nice community, nice place to live, senior citizens center is absolutely fantastic; if didn't have it, lot of people would be in trouble.
- Bike trails, ropes course, and some of the different bike races.
- Selling points is the surroundings, like peace and quiet and like being away from everybody,

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have that here, but are also able to go to Reno a couple hours away, Vegas 45 minute flight. More things SF.

- Base is a major asset here, and something that could be built on.
- Availability of land to do industrial park development. It's available, but no growth mentality that surrounds that.
- Good potential work force here as well.
- Geothermal assets.
- Awesome fire department in Fallon, good emergency services in Fallon.
- ISO certified fire department.
- Railroad is an asset that could be used some day, city shouldn't pull the railroad.
- Highway accessibility, good transportation access.
- Good diversity of people here as well--Native American culture and influence, base community, got a lot of people here and a lot of people moving through here, and retirees at base that come back after stationing
- Military base, with the men and women serving, coming into town and supporting the town's local businesses, didn't have them wouldn't have no jobs here in town if we didn't have them.
- Clinic that they put out here--VA clinic--access to medical care out here that was not here previously. VAN provided by Disabled American Veterans.
- Help people do their disability claims, access to services for veterans, absorb all the phone calls that normally would come into the Governor asking for Veteran Benefits Information.
- Organizations, all have service officers, but don't have national credentials.
- Own hospital.
- Fallon Industries which help our handicapped stay and have jobs. Been in other cities where they didn't have that, amazing that they have that.
- County actually keeps up with capital outlay and makes capital projects, don't put them aside actually have a master plan on how to do that and save money.

Projects, Initiatives

- Local food, develop a better relationship with Reno and know how important they are to them, understand what good stewards we are of the land, and responsibility to buy stuff from us.
- Number one trend in agriculture is the buy local movement, long-term more of us out here spending time in Reno so they would be more willing to support our water.
- Good relationship between Fallon and Fernley, break in canal didn't help, too many urban people in Fernley and importance of the canal. Utilize White Paper.
- Help others understand our plight in terms of the canal, and rebuild relationship between Fallon and Fernley. Communities and governments need to understand that. More working together.
- Develop a community-wide comprehensive marketing campaign to sell Fallon within the area. Proposals presented on how to put that program together.
- Community events--build traditions, e.g. Santé Fe Christmas Eve walk.
- Maintain positive projects, e.g. Maine Street.
- Tourism as part of the economy is not well serviced by gaming, but unique advantages for things like birding, niche market birds. Not taking advantage of huge open areas we have.
- Start accentuating the positives. Newspaper--gone through many owners, love to sensationalize it, people moving in to take advantage of the research that was going to go on, got counted in

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cluster.

- People moved in to be part of the research that was going on to help save their child and get access to the research that was going on.
- Have assets, bringing all those organizations and leadership together.
- Get beautiful things out, along with the leadership of the newspapers and the radios in town.
- Discover Fallon, tabs of things supposed to be able to do on Fallon, only 1/8th of what is actually available in Fallon, no Lahontan and State Park, or Rec Department, Outdoor pool, festivals, etc.
- DiscoverFallon.com, came across it because researching to move here, so much--lived here 9 months, found out yesterday we have Boys and Girls club.
- More communication because some people don't get the paper and sometimes a lot of people that don't know there are a lot of programs going on.
- Bring used papers to senior centers for others to use.
- Do something with Cantaloupe festival, need to promote that more, and have more professional things going on in there. Have a big huge tent, like garlic festival in California. So small don't have funds.

Other Comments

- Q: How would you describe level of volunteerism and groups working together as a volunteerism?
- We have a lot of volunteerism, and sense of community comes from. Like to volunteer within the community rather than people come from the outside.
- We take care of our own, major calamity, and people come forward and support people in the community. Good volunteer base. Are there a number of the volunteer service bases?
- Local support for volunteer efforts. Not sure we do a whole lot with rebuilding the community. Old structures should be gone, but need community willing to rebuild some of that.
- Habitat for humanity kind of effort.
- Fund-raising tends to be difficult because of the economy. Fund-raiser two weeks ago, three organizations went together to do it.
- Q: What is kind of tourism specifically?
- Used to have long-range racing. Local level. Mountain biking, rock climbing, sand trekking. Open terrain, opportunity for recreation.
- Q: Does housing ever come up in these issues?
- Tremendous stock of housing in community.
- Q: Plan to leave Fallon as soon as you graduate? 99 percent.
- Q: How many stay? Two.
- Q; Stay if you could get a good job? One-third raised hand affirmatively
- Q: Do you have a parks and rec book?
- We have that, and it exists.
- It goes into the throw away pile.
- Have lots of programs for the kids and for the seniors. Lots of people not aware of that stuff. Read paper. More people might make it a better paper.
- This place gets three papers.

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- But our paper isn't even published in town.
- Bring Reno Gazette here and regular paper here.

Protect Our Agricultural: Theme Comments

Challenges, Problems

- Protecting agriculture base. Expand that in several areas.
- Pass.
- Major challenges are people outside that move into the county that don't understand that agriculture makes this community thrive. Fernley canal broke, didn't understand importance of that to farmers.
- Farming as we know it will be done in this valley in 25 years no matter what happens with water if we don't make it profitable and sustainable for people under 55.
- If we don't retain our water, at this point we have water rights, quite a movement trying to keep the water from getting to us, not do any good if it is used up stream.
- Pass.
- Would like to see it stay small, and all the outsiders coming in, was one of twenty five or thirty years ago, hope didn't change it too much.
- Water and economics are two of the biggest challenges to maintaining agricultural base. Developing things in general to keep youth here--sustainable income.
- Economic diversification, statewide thing, doesn't require using more water that takes it from ag.
- Ditto all.
- Agricultural diversification--think we've got narrow minded and pig headed farmers that are stuck in the past and don't see that we have to change in agriculture, consider myself one of those.
- Community support, city support, county support, state support is very important. Got to grow crops that use less water and get more return per acre. Average farm and acreage across the country, 10-12 farms.
- Have a lot of ranchers that use federal lands, endangered species act can be a big problem for them, sage grouse lifted their heads again, big problem with that with the BLM, need to look at. Their not giving up on sage grouse endangered species.
- 87% of Nevada is public land, don't realize how precious that is to you until you talk to somebody anything off their own property do it sidewalk, park or street, accustomed to tied to use of public lands.
- Ditto Ag Diversification, but don't want to leave out other industries.
- Agriculture is what makes this community thrive. Also small business, protect agriculture in this community, land that is being farmed stays not a bad thing. Biggest asset is farming, challenge growth versus farming.
- Water is the greatest challenge; preserve the water, and if we do that, brings in agriculture, makes a base for small industry and keeps the base prospering because they need.
- Make people understand the importance of the water supply and why it is so important to keep it here.
- Agriculture today, money is not in growing crops, but is in vertical integration, market for Teff but not processing, no milk processing facility, no vegetable processing facilities, keep ag here, have to find a way to vertically integrate and send out a value added product that will keep more employment in community.
- If we don't retain our water, at this point we have water rights, quite a movement trying to keep the water from getting to us, not do any good if it is used up stream.
- School district less than friendly towards agriculture vocational program. Need to get buy-in.

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- Cost of turning the farm over keeps young people away, hard for somebody starting in agriculture to live there, hard to have same land support two families. Land transferred without causing older generation to sell it.
- Drive around the valley and look, community is being broken up. Old farmers into smaller and smaller parcels, more difficult to be economically viable.
- Much worse problem in Yerington or anywhere else.
- Become so focused and paranoid on water that we forget everything else.
- People become irate, but don't do anything about it. Don't take action and don't really learn what is going on.
- Getting power grid updated to modern times, one of the power transformers exploded on the property. Highway patrolman said they're all outdated and old. Carrying too much.
- Brownouts on the farm all the time.
- Stillwater doesn't happen anymore.
- Still have Leukemia/Arsenic crap hanging over head outside of the community, problem for small scale ag producers.
- Real problem with the City and the County and their interface. One Horse County.
- Ag background, not sold in community gets sat on.
- Water is our biggest challenge--keeping it in the valley and not having it go to Reno or the other major cities. Lawsuits on the water are a major challenge for TCIRD.
- Agriculture is a major asset. If we didn't have irrigation or water here, wouldn't have anything here, wouldn't have the base.
- Farms around here, good agricultural district. A lot of these people are finding more relief, more income, more generation, going out of the farming.
- Upset politically, two agriculture and mining are where it's at. Cut their throats, you've cut the people who are the consumers.
- Planned urban developments on farmland. 124 and 5, go through Salinas, right on beautiful farm land, got big housing developments.

Strengths, Assets

- People and water are the biggest assets.
- Rural atmosphere, lots come for that, but more come for that, less of it we have, has to be a balance there.
- Diversification is a major assets of the community, source of income in agriculture, business, base, result of all different sources not as subject as bad serious downturn in any one.
- Pass.
- Do have a business base, though it is not as strong as I'd like to see it, underappreciated, and un-promoting it rather than promoting it.
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- Ranchers who were able to sell water rights and transfer it to Fernley. 50,000 an acre just for the water. Get smaller and smaller.

Projects, Initiatives

- Develop a community-wide comprehensive marketing campaign to sell Fallon within the area. Proposals presented on how to put that program together.
- Consolidation between City and County--law enforcement consolidation. Fallon thinks they're the only God, and people in community are paying taxes to Fallon and Churchill County.

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- Law enforcement interaction between tribe, base, BLM. Meth problem, coordination might help with that.
- Water, Truckee canal, hopefully fits in short-term in it, needs to be repaired so more water can come through the canal.
- Not accommodating more, returning the flow to where it is supposed to be going.
- What should be going to Lahontan is going to Pyramid.
- 350 now should be 1000. Because of the break, government intervention.
- Significant interest to attract a cheese plant again. Local processing plant to process milk without having to pay the haul cost we're currently paying.
- Effort being made to try and develop a slaughter house. Can have milk we want, calves we want, not place to process them, we lose out.
- Can kill and custom rap, but can't kill, rap, and sell.
- Teff facility to that would be added to processing. Local grains growing fastest, especially gluten free grains, opportunity for that. Cheese, meat and flower processing plants.
- Hay processing plant. Double compression plants here, then went out of business. Market our hay, made for stronger hay prices to have that facility here. Brings other foreign market, new dollars here.
- Upgrading our rail facilities for bringing more grains in. Lots of problems dealing with UP railroad. Upgrading storage facilities to produce more local grown grains.
- Good relationship between Fallon and Fernley, break in canal didn't help too many urban people in Fernley and importance of the canal. Utilize White Paper.
- Help others understand our plight in terms of the canal, and rebuild relationship between Fallon and Fernley. Communities and governments need to understand that. More working together.
- Strategically located on two major highways. Good bypasses to keep truck traffic out, but allow trucks to keep rolling through this area. West side going North and South.
- Specialty crop institute at WNC trained 500-600 aspiring farmers. Suitable long-term funding to keep that going. Struggled to find things that work with agriculture.
- Wildlife. US Fish and Wildlife are buying a lot of properties and farms and taking water off. Land totally bare. Re-vegetate or do something to hold soil down, and keep back weeds.
- Like to see them quit taking water off our farm land.
- 1906 brought water in here to farm, can't produce anything on desert ground without water. Ship it out to ducks, ducks have to have water. Never seen a duck pay tax bill, feed the hungry, etc.
- Cow pasture (auction house) out of middle of town. Residential district should be residential.
- Covered riding arena, we feel that it would be really beneficial to this community because it would draw in more organizations, not just horses, llama group, livestock, not asking cover big arena.

Other Comments

- Q: How widespread are the electrical issues?
- Few a weeks.
- Don't know how broad they are. Commercial bakery and kitchen, lots of electronics, consistent problems with brownouts taking electronics down.
- Internet comes in and out.
- Whole line down Schekler Road is this way.

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- Towards Lovelock is the same.
- Q: Electrical? NV Energy
- Q: Internet: CC Communications lines.
- Q: What do you see and perceive as the level of volunteerism in this community?
- Compared to other communities at least good and probably excellent.
- Hospice has 4 times as much volunteer than they have elsewhere.
- Like everybody else, less volunteerism than there was 15 years ago.
- Old style volunteerism is changing over to a new one. Elks, Eagles, Lyons, really struggling. Less focused is a very high level.
- Q: Is there a community foundation here?
- No, but they belong to Community Foundation of Western Nevada. Has been, but we did affiliate with them at one time.
- Western Nevada College Foundation, and several members on board.
- Ag foundation too.
- Q: Support for conservation easements other unaware of it?
- Fairly new concept, first one was 15 years ago.
- County now teamed up with the Navy and Question One, and other outfits offer matching funds.
- Neighborhood of 3000 acres in a short time and a lot on the waiting list.
- Q: Is it connected to a master plan for the county? Yes.
- Took four quadrants, and took the one that was the weakest in terms of water, etc, receiving area. Other three are descending area.
- Specific criteria for accepting them.
- Q: Want to retain a rural flavor--drawn a line in the sand on too much population.
- Keep the rural country idea is the image of the town, not how many people are in it. The décor and how things are, and how things are done.
- Q: On Conservation Easements--Speak to What You Think the Perception of Conservation Easements is in the Ag Community?
- Many people want to keep land in ag production in perpetuity. Family been farming for three generations. One wants to do easement, but no funding for it. Some people may not know about it.
- Q: Majority of producers would be interested to pursue that further?
- Think so, but worry about people building houses around them. Other people get on board around them, and then it may work.
- Water situation. Small amount of acreage, farm, and water is a problem.
- Q: Good balance between those that work towards the future and retain our strengths?; infrastructure and maintaining lifestyle, currently engaged in any projects?
- Like the way some of the farmers are thinking about diversifying crops.
- Put in a little greenhouse and start doing gardening.
- Q: What is a project that people would get excited about in the community?
- Cantaloupe festival. Farmer's Market, when it was in town, going pretty good.
- Property value due to base and agriculture.

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Recreation: Theme Comments

Challenges, Problems

- Accessibility. Drive around. Outdoor pool is not accessible at all unless you have somebody that could help you up the stairs. No ramp. One playground totally accessible, others aren't.
- Poor ground cover for wheel chairs or walkers or canes. Just built a new park and it's not accessible at all. Say that we have on park that is accessible, the rest don't have to be.
- Baseball Park. Adult Baseball Park. Parent, playing, want to have a picnic and playing. Child in wheel chair can't be there. Streets bad in some areas. Curb cuts need to highlight those.
- Need something for the teenagers to do instead of just hanging around Maine Street. Kids just hang out on Maine Street.
- They've got nothing, Skate Park, but how many do that, really nothing for them to do.
- Dog feces all over the park near on North Broadway do have the little bags and the place to dispose of them, City said put in park but they haven't.
- Park and Rec Commission and Planning Board, connect two things together.
- Good manager--Park and Rec Director, retired now.
- Not continued the way it should.
- Fairgrounds hold a lot of activities, but the room tax, the city gets it.

Strengths, Assets

- Rec--not a lot of regulations in terms of can and can't do, public lands, atmosphere that this community provides. Ag, hunting, fishing, etc.
- 60 miles from everywhere, central point, Hawthorne, Lovelock, Fernley, Silver Springs, leave Reno/Carson out of the mix we are core for West Central Nevada.
- People--library, arts council, museum. "*Nevada still lives on in Fallon.*"
- Lots of things for families to do here, if you like riding out at the desert or going, looking at birds.
- Good climate, despite lousy weather this year.
- Recreational opportunities. Top Gun. Not advertised, need to be.
- Fallon Youth Football League strengthens community bonds.
- Churchill Arts Council is strength. Bring music and arts to town. Good PR.
- Existence of the Pony Express Trail is a historical and significant thing.
- Easy access to a variety of outdoor recreation opportunities--skiing, hunting, fishing.
- Proximity--skiing, Reno, San Francisco, Pyramid Wake, camping at undeveloped campgrounds and can really relax. Hub of rural community with access to other areas.
- Access to rural activities and the rural setting while still having that proximity while still being able to not have to live there.
- Strategic location is awesome too, mountains on all sides of us, lot of things for the kids as well.
- Great museum.
- Also have an Arts Center.
- Quilting community is strong, hearts of gold quilters, and Nevada Quilt Guild are strong, and get community support from City and Convention Center.
- Outdoor quilt festival, and brings people into community, City and merchants could be more accommodating.
- County Fair and Hearts of Gold Cantaloupe festival.
- Nice community, nice place to live, senior citizens center is absolutely fantastic, didn't have it,

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lot of people would be in trouble.

- Bike trails, ropes course, and some of the different bike races.
 - Selling points is the surroundings, like peace and quiet and like being away from everybody, have that here, but are also able to go to Reno a couple hours away, Vegas 45 minute flight.
- More things SF.

Projects, Initiatives

- Need a BMX Skate Park so bikers don't piss off the skaters. Need a new motocross track because one in fairgrounds just sucks.
- Arts center is a nice edition. Bringing in more cultural types of things in this area is a good type of thing.
- Teen center, kids go after school and get help with their programs, different activities there for them to do, music lessons, etc. Young adults don't have any place to go.
- Also, things for kids cost an arm and a leg, and the parents can't afford it. Need to find more affordable activities for kids.
- Like to see Movie Theater redone, looks the same as it did when it was built.
- Were going to build a new one, but it never developed.
- Theater always gives theater passes for two each as birthday gifts.
- They're good.
- They need updating.
- New seats.
- Theater will put movie down stairs if you're disabled.
- Community garden would be nice for some of the vacant lots that are empty.
- And whoever put it in, and use it, not going to go to waste, everybody can come it in and take it. Offered my property as a community garden with water rights and nobody has bothered to do it.
- Teen center could start small, if there is an empty building somewhere, and build on that as the revenues start to increase again, or even take donations.
- Wellness center. Visited one somewhere else, basketball, full running track upstairs, full fledged sports complex with saunas and Jacuzzis.
- Trails would be great if they could do some jogging and running trails. Many people that run down road that is two way, just never know, and is dangerous.
- Do something with Cantaloupe festival, need to promote that more, and have more professional things going on in there. Have a big huge tent, like garlic festival in California. So small don't have funds.

Other Comments

- Q: Move Theater?
- Ware pair of shoes you're not proud of because they're guaranteed to stick to the floor.
- And cock roach spray.
- Would you do movies in the park? Maybe. Might be cheaper.
- Q: Any 4-H Community for Military?
- Stable, outside of base. Not a children's organization.
- Base incorporated Boys and Girls Club.
- Q: Do you have a parks and rec book?

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- We have that, and it exists.
- It goes into the throw away pile.
- Q: Public facilities?
- Restroom facilities, door, getting in and out of program. Don't have challenge, isle ways to get on down, big problem here. Can't go in there. Entrance doors, restroom facilities.
- Oats park, difficult because it's all dirt, get stuck to get to the restroom. New bathroom for handicapped.
- Q: Sidewalks on again off again? Yeah, dirt with a wheelchair.
- Q: Outdoor swimming pool? Working on ADA issue.

Transportation: Theme Comments

Challenges, Problems

- Municipal Airport here in town--maintain private aircraft. Corporate jets--lacks adequate runway. Decent airport=more business.
- Streets here are substandard. Roads leading into the college are very inferior.
- Railroad won't issue any new railroad crossings; have to shut down two crossings to get one railroad crossing. Someone build mobile homes.
- Need buses in this community so people who don't have cars can get in and out of town.
- One time bus from here to Carson--stopped because they didn't have the ridership.
- Work four days a week. Long day to put in and then drive.

Strengths, Assets

- Public transit is a definite asset. Working pretty well.
- Pretty good system and they run till 6.
- Railhead coming right into town.
- Good interstate highways coming into town.
- Navy base could make it feel a little safer, depends if CAG is or not. Bringing diverse group of people here, help with search and rescue.
- Transport our patients for us too.
- Railroad is an asset that could be used some day, city shouldn't pull the railroad.
- Highway accessibility, good transportation access.
- Transportation system--bus system from base to town. Bus to Reno too.
- Highway 95 needs to be rerouted, especially around high school and junior high.
- Traffic signal at Robinson Lane and Sheckler Road--too many incidents. Red light camera.
- More public transportation. Only have two taxis. When you live out in the BFE--bum freakin Egypt--hard to get around without care and license.
- Commuter train to Reno and back.
- Called the CART bus--just call them, it's free.

Projects, Initiatives

- Transportation system--bus system from base to town. Bus to Reno too.
- Highway 95 needs to be rerouted, especially around high school and junior high.
- Traffic signal at Robinson Lane and Sheckler Road--too many incidents. Red light camera.
- More public transportation. Only have two taxis. When you live out in the BFE--bum freakin Egypt--hard to get around without care and license.

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- Commuter train to Reno and back.
- More development means that we'll need more access Roads. Rice Road to Williams. Whittiker to Sheckler.
- Love to see a better transportation system. Has been attempted at times. Better transportation system. Small local one. Work at St. Mary's in Reno. Lots of people commute to Carson and Reno.
- Fix the road between here and Vegas to four lanes.
- Would like to see railroad be used for transportation between here and Fernley and Reno, public transit. Commuter rail.
- Need to run into Reno to the malls. Spanish Springs make a loop and come back out twice a day. Many people that are homebound would use it and come back.

Water: Theme Comments

Challenges, Problems

- Farming as we know it will be done in this valley in 25 years no matter what happens with water if we don't make it profitable and sustainable for people under 55.
- Water and economics are two of the biggest challenges to maintaining agricultural base. Developing things in general to keep youth here--sustainable income.
- Economic diversification, statewide thing, doesn't require using more water that takes it from ag.
- Water is the greatest challenge; preserve the water, and if we do that, brings in agriculture, makes a base for small industry and keeps the base prospering because they need.
- Make people understand the importance of the water supply and why it is so important to keep it here.
- If we don't retain our water, at this point we have water rights, quite a movement trying to keep the water from getting to us, not do any good if it is used up stream.
- Become so focused and paranoid on water that we forget everything else.
- Still have Leukemia/Arsenic crap hanging over head outside of the community, problem for small scale ag producers.
- Water is our biggest challenge--keeping it in the valley and not having it go to Reno or the other major cities. Lawsuits on the water are a major challenge for TCIRD.
- Retain the water resources--lot of resources that are being challenged. End user has to compete for the water.
- Ditto on Water.
- Ditto on economy, water, family, and base and outside not always working together.
- Water. Manage mesquite and weed district, like to see changes with water, water rights, or the way its dispersed, numerous water issues.
- Produce 5 million gallons of treated water, NDEP oversee it. NDEP not worth a tinkers darn since day one. Cut backs, no one to check them out.
- 5 million gallons of treated water on a small portion of land for dust control.
- NDEP not there to protect you.
- Ranchers who were able to sell water rights and transfer it to Fernly. 50,000 an acre just for the water. Get smaller and smaller.
- Had underground, subsurface water rights too. County paid \$11.5 million for water rights.
- If have water rights, will never develop piece of ground, getting outrageous sums for that.
- Water, irrigation water, upstream users, city of sparks, reno, fish and wildlife stripping water, affects aquifer, farmers, fugitive dust.

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- Need water to irrigate alfalfa with. Trying to take water away from us from the cities.

Assets, Strengths

- Agriculture is a major asset. If we didn't have irrigation or water here, wouldn't have anything here, wouldn't have the base.
- Natural Resources--Water, Geothermal, Wind, Solar.

Project, Initiatives

- Water, Truckee canal, hopefully fits in short-term in it, needs to be repaired so more water can come through the canal.
- Not accommodating more, returning the flow to where it is supposed to be going.
- What should be going to Lahontan is going to Pyramid.
- 350 now should be 1000. Because of the break, government intervention.
- See water in the valley better maintained as far as irrigation goes. No Truckee canal shut off. Need to keep ag alive in Valley.
- Wildlife. US Fish and Wildlife are buying a lot of properties and farms and taking water off. Land totally bare. Re-vegetate or do something to hold soil down, and keep back weeds.
- Q: Is it anticipated that there will be more of that? Yes
- Q: How would you see that being addressed?
- Buy property, let farmer farm it for two years, so they can get all water together. In two years, being irrigated. Why not buy levies, do a strip and plant natural vegetation. Irrigated with fields.
- Q: How would community accomplish that?
- Q: When water transfers happen, do they have to go to the county?
- No, goes to the water master.
- Facilitators: Can adopt ordinances to do that.
- 1906 brought water in here to farm, can't produce anything on desert ground without water. Ship it out to ducks, ducks have to have water. Never seen a duck pay tax bill, feed the hungry, etc.
- Water and sewer system. Think they're money losers; think private industry needs to get into that rather than counties.

Other Comments

- Q: Water is an asset, at what point does that become a commodity the community is prepared to protect?
- Not sure they can afford to protect it in the future because it is so valuable.
- Don't think that the young guys who are taking over would work the ranch if you can make more money by selling the acres.
- Q: If the community feels that agriculture at a certain level is important enough, becomes a project for the community to say we're going to offset the economic cost so farmer will stay in business?
- Raising Alfalfa, cattle feed. Cantaloupes going locally.
- Q: Community will have to step in to protect it?
- Don't think you'll get enough community support because there are so many new people that moved into the area that have moved from urban areas.
- Community less familiar.
- Most farms less than 40 acres.
- Water issue and soil issue.
- Q: Water control comes up in every listening session, could you summarize for me access to

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water is different now than first invested in agriculture?

- Been here for 16 years, don't see a lot of difference between now and time I came other than the threats of reducing the flow into the area which would decrease availability.
- Anticipate that there will be some difference. Not affected by long-term water fights about unused water rights. No water rights contested when purchased. Use 100% of rights.

Youth: Theme Comments

Challenges, Problems

- Cost of turning the farm over keeps young people away, hard for somebody starting in agriculture to live there, hard to have same land support two families. Land transferred without causing older generation to sell it.
- Son is in high school, classified sports. Thrown in with category that has more resources.
- Ranking for schools seem to be number 50. Way to get information that statewide, schools OK
- Twenty point disparity in national test scores.
- Need things beside sports for kids to do. Needs to bring more kids to do things besides hang around downtown.
- Concept of educating children for the future is a challenge. More engagement between parents and teachers.
- Not a lot to do in this particular town--search for what there is to do is difficult. Lost and not engaged or involved. Leave to Reno.
- PTA meetings at 1:30 in the afternoon inhibit parent teacher communication.
- Had difficulty getting children into class here because there were no spots. Have to come back in 4 days, tells me there is a shortage in that area. Public school. 8 year old grandson moved here midyear.
- People always trying to fight someone else just because they're bored.
- A lot of drug problems and smoking and stuff.
- Don't help each other enough. Focus more on community service.
- Drugs and fighting and everything that is going on.
- Don't have any major problems.
- Drugs.
- Young adults that smoke.
- Fighting.
- Q: Are there gangs in Churchill County? Yes.
- We don't have enough programs in the school to help kids succeed the way we need them too.
- There's nothing to do here.
- Widespread talking. Not taking assessment seriously.
- Fighting.
- Don't see any problems.
- Drugs and alcohol.
- Drugs, fighting, drunken driving. Can't drive when drunk, might kill somebody.
- Kids are bored--all they can think of is go out and party or hit someone in the face.
- Nothing to do in Fallon--pretty boring, so people fight or do illegal stuff.
- Miscommunication between groups, sexes, and races.
- Too many kids that don't want to view things in a different way--willfully ignorant.

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- Crackheads at school.
- Too much alcohol.
- Too much drugs.
- Society.
- Alcohol.
- Partying.
- Ditto on partying, alcohol and drugs.
- Too much sex.
- No where to go, nothing to do, no group activities out of school.
- No trust anymore between groups and other people.
- People are too ashamed of their town to actually do anything about the problems.
- Can't find a dog in this town--nothing to do, has to be something better to do than punch somebody in the face, find a job, dirt bike racing, something else.
- Education--no one in this in the room actually has to be intelligent by national standards to graduate from Nevada schools, just want us to be intelligent enough to run Casinos. Not enough emphasis on education.
- Alcohol.
- Too many ideas and not enough action--too many committees, too little follow through.
- Guys should keep it in pants.
- Whole community has very bad communication. Ain't gonna say the whole community because we don't give a crap. Don't care because they're having fun. Ask parents instead; say school, not whole community.
- School does have problems.
- Highest meth rate in the nation and highest teen pregnancy.
- Ditto.
- Types of jobs, parents working swing shifts, two jobs, three jobs, leaves kids alone without support from their parents. Single parents especially. No one there to teach.
- Can't even use home economics as such. Don't teach how we used too, now it is an elective; love to see it put back into the perspective of growing children to do things. Favorite people are cook who learned in school.
- What do we value? Value sex education. Do have a high birth rate, but maybe it is good, better than having a high abortion rate.
- Can never mention G-O-D word. Family perspective. God father, earthly father, mother, and children. Can't teach that. Convoluted notion going on. Children teaching children.
- No jobs. Absolutely no jobs. Got three kids living with me, and they have been looking for 6 months for a job and there are no jobs here. McDonald's, Burger King, Wal Mart, None of them have jobs.
- Challenge with education, things students being involved with is not a good thing for the community, pointing of fingers and blame.
- Minorities being blamed for activities that are at the school.
- Indian students punished rather severely.
- Kids on tribal land go to school in town, and sometimes the kids, people, parents here, have a problem because child isn't selected for particular teams.
- Native American kids bright, but are quiet. Mistakenly labeled slow, but they're not.
- After school program, working on showing the kids more mentors that are Native American.

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Strengths, Assets

- Lots of things for families to do here, if you like riding out at the desert or going, looking at birds.
- Community that values family. Word out on why great place.
- Fallon Youth Football League strengthens community bonds.
- School system is strength. Two kids through it have performed very well academically.
- Police.
- Some people are friendly, but not everybody is.
- There are no strengths, there is nothing.
- Farming hick town community, very good strength.
- Friends in the community that back each other up.
- Honestly don't see any strengths in the community.
- Fairly strong community--farmers doing so much for our community and other communities, raising cattle, selling milk, making money for this little county.
- We are trying to improve as a community despite little action.
- Word gets around fast.
- People are willing to talk about problems.
- Like families that are here and how they are strong.
- Talented students here who wish to pursue their careers here.
- We know most people in Fallon.
- After school activities.
- Don't have very many crimes in Fallon.
- Organizations--We have religions, organizations, and cultures from all over the world. Not international hub, but ability to work with people from around the world.
- Privilege to have the Naval Air Station which contributes to the economy, and BLM land for dirt biking and trails.
- Things like the spirit here at the school, sports teams allow people to cooperate with each other.
- After school stuff.
- Grad night, they open the base up, facilities they got there, they can go swimming, dancing, go karts, pool, chaperoned situation, that is one of the best assets that we've had. Military and civilian population.

Projects, Initiatives

- Youth don't have a place to hang out--hang out at Wal-Mart.
- Answer: how solve that. Skateboard parks. Need other place than there.
- Water Park or something.
- Concert series needs to be expanded for families as well.
- Need a recreational center--not only for kids, athletics for adults too. More adults doing something might invigorate the kids to do more. Park and Rec.
- New Movie Theater, one in town is run down, and pretty bad.
- Overcrowding of junior high and high school. No lockers in junior high. Budget for kids to have set of books at home and at school. 5 elementary schools feed 1 junior high and high.
- Transportation needs to be focused on to allow after school programs.
- Foreign exchange students in the high school, what's happening, attitude that unless you leave Fallon, you're going to be in trouble, problem in kids can't get out of here, but they want to.
- More available for kids to even get jobs in Reno, it would be better for that age group. Attitude

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is almost a little bit dismal at this point in time.

- Ditto in opportunities for kids, going to bring in industry, maybe a trade school, instead of just going to typical college classes, not everyone is set up with mindset to sit in office, need a trade.
- Ditto. WNC here, but they're taking programs out, want to take AA programs out, then they should bring the certificate programs in.
- Want to get out of Fallon, got to go to Reno because you've got to have the school. Bring it back to Fallon or promote on-line programs.
- Funding educational incentives, lottery funded scholarship or grant programs, educational facility comes here, WNC, have the ability to go to school virtually for free.
- Ditto. Can develop a trade school here, kids who shadow us from the high school level, what do you see yourself doing, going away to college. Move to go to college. Majority of them.
- Mall.
- Ditto.
- More events for everyone, including the deaf community. Need more safety equipment that we want to use.
- Need a new movie theater.
- Ditto.
- Need an In and Out Burger. (Widespread applause.)
- Two years ago there was plans for a youth center being put in, and would like to see that brought back with a real push and actually make it work.
- Paintball course for something to do, or motocross track or a mall to keep kids from fighting.
- A nice head shop.
- More music shops and stuff. Sell guitars and drum sets and that kind of stuff.
- Small businesses.
- Place for kids to hang out in, not just streets.
- Recreational center that has gym like this and swimming pool.
- Need a program which helps small businesses stay open and encourages new ones too.
- Minimum wage should be lowered because that will let business owners hire more people so more are employed. Ditto Ditto
- Need to change the mascot because that is one of the main reasons we don't have school spirit. (Applause)
- Close down some of the gas stations we have because they have one around corner. Make something useful out of them.
- Need a BMX skate park so bikers don't piss off the skaters. Need a new motocross track because one in fairgrounds just sucks.
- Carl's Jr.
- Need more activities like night of fights.
- Guitar center so people could get their stuff without going to Reno.
- Underground fight club so we can handle our differences there. Ditto Ditto
- Need more jobs.
- Need more hydroponic farmers so can grow crops year round.
- Cabellas, Bass Pro-shop and Shields.
- Need a new town--preferably with a Mall and an In-And-Out Burger. Ditto
- Need more music opportunities.
- Need more things to do.

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- Need a pool that is actually legal to have swim meets in.
- Don't need a big store. Don't need that stuff. Don't need to tear town whole town. You guys are retarded in my opinion.
- Somewhere to play live shows and stuff other than open mic night.
- To remodel the old stores so Fallon looks nice.
- Indoor gyms for soccer indoor, basketball indoors, etc. Ditto
- Try to help out the disabled and mentally challenged in the community. Try to make community and school district LGBT community favorable instead of discrimination.
- Hooters Bar and Grill.
- Fix up and clean up the town.
- Add on to the skate park. Ditto Ditto Ditto
- More public transportation. Only have two taxis. When you life out in the BFE--bum freakin Egypt--hard to get around without care and license. Ditto
- More hospitals in the community.
- Do seminar during other hour because I wanted to play soccer today.
- Programs for kids to find jobs--hard to pay for gas money and need to be able to support ourselves in the future for college.
- Should get another school.
- Indoor gym.
- Rebuild and improve our local parks.
- Improve what we already have instead of asking for more of this and that, organizations, parks, and everything we already have.
- Find a way to put more water in Lake Lahontan so we can go and have fun there.
- Need the high dive at the pool back.
- Need buses in this community so people who don't have cars can get in and out of town.
- Called the CART bus--just call them, it's free.
- Think we need a small gym because school is the only one that doesn't have one.
- Planned parenthood because lots of people here getting knocked up.
- UNR, WNC, TMCC. Disgusted with UNR and the University system, classes from WNC and TMCC would not transfer to UNR. Not right. English class should transfer up there.
- County or City thinking of taking over the gold course, municipal golf course.
- Purchase the damn golf course, doesn't need to make money, needs to pay its bills and stay green, will be a draw for this town when the economy recovers.
- Empty Wal-Mart, be great if it could turn into a sports facility for kids to go to, but friends go all the way to Reno, save gas money just going there.
- Paintball, batting cages, etc.
- Grant funds, something more to do for our Parks and Rec department, got smallest budget and over utilized and taxed, exercise trails, program work for kids.
- Teen center could start small, if there is an empty building somewhere, and build on that as the revenues start to increase again, or even take donations.
- Teen center, kids go after school and get help with their programs, different activities there for them to do, music lessons, etc. Young adults don't have any place to go.
- Also, things for kids cost an arm and a leg, and the parents can't afford it. Need to find more affordable activities for kids.
- School board redistricting so both the base and the tribe have a voice on the school board. Putting money into school system, but don't have a representative.

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- Don't really have a voice in the teaching culture in schools, would like to teach Native American culture in schools.
- Economic development area--developing clean industry around here in Valley or on reservation where there could be things like that.
- Education right now is a very vital thing to be involved with, article in paper activities students involved with, not

Other Comments

- Personal issues rather than gang-related types of issues.
- Q: Youth--fighting, drugs, alcohol?
- Own ideas on that. Gotten rid of any type of morals or ethics in community, not only here but in nation, raise up a bunch of heathens, that's what they do. No rules and regulations.
- Pack a rifle to school because in gun smithing class, now you would go to jail. No thought of shooting something. Mad--fist fight. Today, people not raised under rules and regulations.
- Bible studies at jail. 18 year old girl going up for 6, 7, 8 years in prison for drug.
- State patrol should be allowed to pull people over and giving them a whipping right there on the side of the road.
- Pull in reins, get back to discipline. Can't train things. Sunday evening at Church, everybody else wanted to watch the Super Bowl.
- Q: Any schools in other communities?
- All kids come to Fallon to go to school--all schools are in Fallon.
- Q: Is there any support DOD would provide to a library in a town with a base?
- Navy is looking into that.
- Where is the incentive for the Navy to do that? Why spend more Defense money in support of something that already exists.
- What about impact aide?
- For school system, there is, but doesn't apply to libraries.
- Policy also limits the amount of religious services that the base provides. Navy not financially supporting that, but leverages that.
- Q: Any 4-H Community for Military?
- Stable, outside of base. Not a children's organization.
- Base incorporated Boys and Girls Club.

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 Rural Housing Authority
3695 Desatoya Drive
Carson City, Nevada 89701
775/887-1795
www.nvrural.org

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
208 East Proctor Street
Carson City, Nevada 89701
775/687-4325
www.expand2nevada.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
704 W Nye Street, Suite 201
PO Box 3926
Carson City, NV
775/829-1048
www.nevrdc.org

NV Small Business Development Center
University of Nevada, Reno
College of Business Administration
Ansari Business Building, Room 411
Reno, NV 89557-0100
775/784-1717
www.nsbdc.org



Churchill County Community Assessment – 2010

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

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\(pxtqj155jbsqcp55h0ly4o23\)\)/PUCHome.aspx](http://pucweb1.state.nv.us/PUCN/(X(1)S(pxtqj155jbsqcp55h0ly4o23))/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 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 Churchill County's pursuit of effective governance.

Nevada Rural Development Council

