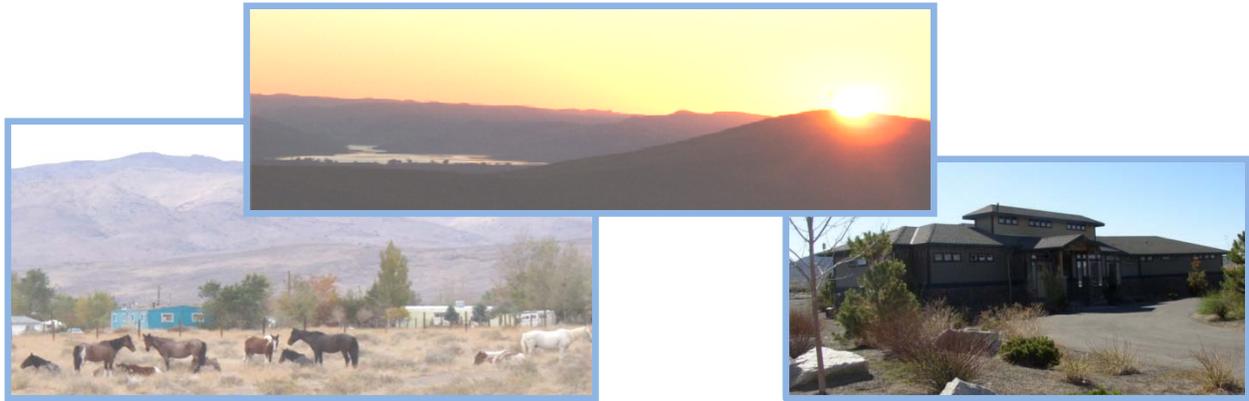


Silver Stage 2010 Community Assessment for Silver Springs & Stagecoach, Nevada Final Report Section 1: Themes and Analysis



Presented by:

Nevada Rural Development Council



In Cooperation with:

University of Nevada Cooperative Extension



Lyon County



**Community Development
Block Grant Program**



Silver Stage Community Assessment – 2010 Section 1

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Introduction

The Silver Springs Town Advisory Board as part of their update to the Town Master Plan determined to seek input from town residents to help plan for the future through a community assessment. The Town Board decided that they should also seek input from residents of Stagecoach as well. Lyon County successfully obtained support for the assessment through the Community Development Block Grant Program (CDBG) from the Nevada Commission on Economic Development. The county then arranged with the Nevada Rural Development Council (NRDC) to complete the Silver Stage Community Assessment.

The NRDC selected six individuals who live and/or work in Rural Nevada to serve as a resource team. The resource team spent three days in Silver Springs and Stagecoach. Team members learned a great deal of new information as they listened to you, the local residents, as you expressed your 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 Town Boards 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 which include potential resources. This assessment could not have been possible without the great turnout by residents of Silver Springs and Stagecoach and your willingness to share your thoughts about your communities. It is through the efforts of those of you who participated in the process and your desire to build a better tomorrow for your communities 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.

This report is divided into two sections. The first section includes an analysis of the themes identified through the listening sessions. Each analysis includes an overview of what the team members heard and recommendations to address the issues inherent in the theme. The analysis also identifies resources that may help implement the recommendations. The second section of this report includes the more than 1,800 comments recorded in the listening sessions.

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 Silver Springs Town Advisory Board to seek input from local residents as to their thoughts about the future of their community. Second is the work of Lyon County staff and their logistical support for the process. Special acknowledgement goes to Maureen Willis without whose help this assessment could not have taken place. Third is the support received from the Stagecoach Town Advisory Board. Finally is the Local Steering Committee made up of volunteers who took a genuine interest in helping with this process, taking time to invite participation, making arrangements, sending memos, and creating flyers, brochures and other means to promote the assessment. However, none of this process could have been possible without the participation of the citizens of Silver Springs and Stagecoach. Not only did many of them participate, they also made the team feel warmly welcomed in their communities.

One of the highlights for the resource team was the tour of the area with Scott Keller, Chair of the Silver Springs Town Advisory Board as the tour guide and Ron Bell as the driver. Through the tour the team was able to see Silver Springs and Stagecoach and recognize their unique potential. The tour set the tone for the three day visit to central Lyon County.

Members of the team spent the remainder of the three days listening to and evaluating the many comments they heard from those of you who participated in the 12 listening sessions held during their visit. Each member of the team volunteered his or her time to be part of the team 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 distinctive expertise and background to the process which gives this report a broad perspective.

In addition, the Western Nevada Development District generously contributed to this process by providing staff to record comments made by local citizens. Also, a grant from the Nevada Commission on Economic Development's Community Development Block Grant Program provided the funding to pay for this effort. The University of Nevada Cooperative Extension's support throughout the assessment contributed to the success of this exercise and it is a testimony to Extension's 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. NRDC 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.” 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.

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, NRDC has continued its presence in rural Nevada through growth and challenging times.

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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:

- An opportunity to hear from community members
- An affordable process
- An opening of communication between citizens and government
- A method to bring “outside ideas” into the community
- A way to identify new resources for communities to use
- A source of in-kind contributions for grants

Additional results include leadership development, enhanced volunteerism, and an increase in civic engagement.

The Resource Team, the Steering Committee, and the Nevada Rural Development Council, are honored to bring this great engagement process to your communities. It is their hope that it will provide benefits short-term and long-term for all local residents.

Process for the Development of this Report

The Nevada Rural Development Council (NRDC) assembled a resource team to assist Silver Springs and Stagecoach residents in evaluating community challenges and assets in developing suggestions for improving their quality of life, social and economic future. All team members were trained and certified to complete the process. The three-day assessment began Tuesday, April 13, 2010 and concluded with two Town Hall Meetings on Thursday, April 15, 2010. One meeting took place in the Stagecoach Community Center and the other at the Silver Springs Senior Center.

Before the resource team started the assessment they were provided with demographics of the two communities and given the listening session schedule. The first step of the assessment was a community tour provided by Steering Committee Members Scott Keller and Ron Bell. The team then participated in 12 listening sessions and received more than 1,800 citizen comments that led to the formulation of the 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 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 two Town Hall Meetings on Thursday, June 10, 2010. At the meetings, 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

<u>Tuesday, April 13, 2010</u>	<u>Listening Session</u>	<u>Location</u>
8:00 AM to 8:30 AM	Orientation Meeting	SS Community Center
8:30 AM – 10:15 AM	Resource Team Area Tour	
10:30 AM – 11:30 AM	Local Government Group	SS Community Center
12:43 PM – 1:32 PM	High School Students	High School*
1:36 PM – 2:27 PM	High School Students	High School*
3:30 PM – 4:30 PM	Stagecoach Residents	St Community Center
7:00 PM – 8:00 PM	Stagecoach Residents	St Community Center
<u>Wednesday, April 14, 2010</u>	<u>Listening Session</u>	<u>Location</u>
8:30 AM – 9:30 AM	Businesses Group	SS Community Center
10:00 AM – 11:00 AM	Faith Based Community	SS Community Center
1:00 PM – 2:00 PM	Seniors	SS Community Center
3:00 PM – 4:00 PM	Civic/Club Groups	SS Community Center
4:30 PM – 5:30 PM	PTO/Library Groups	SS Community Center
7:00 PM – 8:00 PM	Citizens At Large	SS Community Center
<u>Thursday, April 15, 2010</u>	<u>Listening Session</u>	<u>Location</u>
9:00 AM – 10:00 AM	Citizens At Large	SS Community Center
<u>Thursday, April 15, 2010</u>	<u>Town Meeting</u>	<u>Location</u>
4:30 PM – 6:00 PM	Stagecoach	St Community Center
7:00 PM – 8:00 PM	Silver Springs	SS Senior Center

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

Executive Summary

A major challenge brought forth in this Community Assessment was the concern over the image and identity of the two communities of Silver Springs and Stagecoach. During listening sessions in both communities, local residents voiced concerns about these issues. Some comments heard included: “A sense of community is non-existent to a certain extent.” “We have no community pride; we need a better image.” “Like there is not a cohesive, close knit community; we have no big sense of community—disjointed.” “The biggest challenge is no legitimacy, no post office; we are the red headed step child, most maps don't even mention the community.” However even with these concerns, residents expressed pride in each community and recognized them as places where they chose to live. In contrast to the negative comments, residents brought forward many projects and initiatives they would like to see accomplished to improve the images and identities of both Silver Springs and Stagecoach.

April 13-15, 2010 the six person Resource Team, a group of individuals who live and/or work in rural Nevada, came to Central Lyon County to hear from community members. They left their preconceptions at home and brought objective, non-threatening ears to each listening session in order to hear and reflect upon the comments made. In Silver Springs the team identified six themes that arose from those comments: Business Development, Community Engagement, Image, Infrastructure, Public Facilities and Youth. In Stagecoach the team identified four themes: Basic Services, Economic Health, Identity and Preserving Rural Character.

In this report, each theme is addressed by team members. Team members bring their unique perspective to the analysis of those themes. The analysis includes an overview of what the team members heard and recommendations to address the issues inherent in the theme. The analysis also identifies resources that may help implement the recommendations.

At Town Hall Meetings held June 10, 2010 local residents of the two communities prioritized the themes. In Silver Springs the priority was: Business Development, Image, Youth, Community Engagement, Infrastructure, and Public Facilities. In Stagecoach the priority was: Economic Health, Identity, Basic Services and Preserve Rural Character.

The leadership in Silver Springs, Stagecoach and Lyon 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 avoid 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 Silver Springs and Stagecoach all that they can be.

The resource team wishes to thank the people of Central Lyon 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 communities to make this document come alive and become part of local efforts to help Silver Springs and Stagecoach grow and prosper.

Major Themes Silver Springs

Business Development

- JOBS!
- USA Parkway
- Grocery/Bank/Pharmacy
- Light Industry
- Expanded Medical Facilities
- Home Based Businesses
- Small Business Development
- Workforce Training
- Motel/Hotel/RV Park
- Truck Stop

Community Engagement

- Communication
- Apathy
- Volunteerism
- Service Director
- Identify who we are
- Perception of County vs. Silver Springs
- Commuting
- Governmental Structure

Image

- Clean up
- Code Enforcement
- Lake Lahontan
- First Impressions
- Entryway Welcome Signs
- Outside Perception that others have of us

Infrastructure

- Roads
- Street Lights
- Drainage
- Public transportation
- Recycling Center
- Access Roads
- Flood Maps
- Water/Sewer Expansion
- Repurposing Facilities

Public Facilities

- Vo-tech Facilities
- WNC
- Library
- Recreation Center
- Swimming Pool
- Parks/Ball fields

Youth

- Great Schools and Teachers
- Need for youth services
- Drugs/Alcohol/Teen Pregnancy
- Lack of Parental Involvement
- Youth Center
- Jobs for Youth
- Lower Cost Youth Activities
 - Non-Sports
 - 4-H
- Youth Sports Program

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Theme: Business Development – Michael Guss

I appreciated the kindness, hospitality, and willingness to share ideas of the people of Silver Springs. Silver Springs is a wonderful community that I look forward to working with in the future.

Issues:

- JOBS!
- USA Parkway
- Grocery/Bank/Pharmacy
- Light Industry
- Expanded Medical Facilities
- Home Based Businesses
- Small Business Development
- Workforce Training

Residents of Silver Springs felt that there was a lack of jobs in the Silver Springs area. Many residents commuted to Reno or Carson City for employment, but would prefer to work closer to home if it was at all possible.

Residents strongly supported the completion of the USA Parkway. Silver Springs' residents felt that improved transportation between US 50 and the Tahoe Reno Industrial Center (TRI) would create jobs and strengthen the local economy.

There was universal support for a shopping center with three essential services: a grocery store, a bank, and a pharmacy.

Most residents felt that light industry was a good fit for the Silver Springs economy. Residents wanted to see expanded light industry, and praised the automotive testing center, and Bonnie Plants as places that provide good-paying local jobs.

Residents of Silver Springs felt that the medical facilities that they had were good, but that better access to specialist care could be provided.

Residents mentioned that there are several dozen home-based businesses in the Silver Springs area, and supported activities to empower these businesses to grow.

Residents would like to see a focus on small business development in the Silver Springs region. Students at the Silver Stage high school, and their parents, strongly supported increased vocational training.

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Recommendations:

Lyon County suffers from a 19.1% unemployment rate.¹ With nearly one in five Lyon County Residents out of work and seeking employment, jobs *must* be created over the long run for the country to return to prosperity. Attracting new businesses to the region, supporting existing businesses which are struggling to adapt to changing times, and assisting start-up businesses with business plans are the three parallel strategies that Silver Springs should pursue in order to create jobs.

The Small Business Development Center at the University of Nevada at Reno provides technical assistance to new, and established, small businesses.² Small businesses employ millions of Americans, and contribute to the local economy. A strategy for strong economic growth should focus on cultivating and growing small businesses in Silver Springs.

The Northern Nevada Development Authority (NNDA) serves Lyon County, and works to bring in outside businesses and retain existing businesses in four Northern Nevada counties. NNDA was instrumental in locating Bonnie Plants in Silver Springs.³ NNDA is also providing assistance to a scooter manufacturing firm in Douglas County that is suffering from foreign competition and decreased sales.⁴ NNDA is a partner for Silver Springs in continuing to grow the economy, create jobs, and reduce unemployment.

The completion of USA Parkway is clearly supported by the residents of Silver Springs and Stagecoach. The completion of the Parkway is a priority for multiple jurisdictions within the Northern Nevada region. For this project to be a success, different jurisdictions will have to work together for a common purpose. Storey County and Lyon County are working on this project; individuals from across jurisdictions must continue to work together to ensure timely completion of the Parkway.

There was universal support for a grocery store in Silver Springs. My observation from the listening sessions is that many Silver Springs residents work—and shop—in Reno. For a grocery store to be successful, it will have to provide all of the options available in Reno and a service where driving 20 miles is impractical. The filling of prescriptions is something that may need to be done on a moment's notice, and therefore may make a grocery store in Silver Springs feasible. This may be especially true for tourists who are unfamiliar with the area.

Further, it is not just the population of Silver Springs that would be served by the grocery store. Lake Lahontan attracts tens of thousands of tourists every year. Any market feasibility study that

¹ *Record-Courier*. "Douglas Unemployment Back at Peak 15% in April," May 22, 2010. Accessed on-line May 22, 2010 at: <http://www.recordcourier.com/article/20100522/NEWS/100529955/1062&ParentProfile=1049>

² <http://www.nsbdc.org/>

³ Duggan, Brian. "Growing Business in Silver Springs," *Nevada Appeal*. January 31, 2010. Accessed on-line May 24, 2010 at: <http://www.nevadaappeal.com/article/20100131/BUSINESS/100129474>

⁴ Seelmeyer, John. "Volunteers, the 'Power of Good' Harnessed to Aid Manufacturer." *Northern Nevada Business Weekl.*, May 3, 2010. Accessed May 24, 2010 on-line at: <http://www.nnbw.com/ArticleRead.aspx?storyID=15150>

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is conducted on a grocery store in the Silver Springs area should determine whether—and how much—tourists at the Lake would shop at a grocery store, fill prescriptions at a pharmacy, and withdraw cash from a bank located in Silver Springs. It is my opinion that the only way for a shopping center to succeed is for a one-stop-shop to be established.

When thinking about overall economic development in the Silver Springs area, individuals and institutions should be careful to listen to what the public wants. The public frequently knows what will, and will not, fit in a given area. In Silver Springs, we heard strong support for light-industry; and praise for Bonnie Plants and the automotive test center. Continued economic development along these lines—perhaps in conjunction with the on-going, and much-praised, development at the Silver Springs Airport⁵—would fit with the community, provide jobs, and strengthen the economy.

Residents mentioned that there were many home-based businesses in the Silver Springs area. It was suggested that these businesses be brought into Chamber of Commerce functions. This is a good idea, and should be pursued by the Silver Springs Chamber of Commerce.

Students and parents expressed a desire to see increased vocational training. Students at the high school would like to work, but only 1 out of the 40 students that we talked to was employed. A lack of part-time job opportunities for teens makes vocational training even more important.

In theory, service-sector businesses like a grocery store should employ teens. Unfortunately, with Lyon County's unemployment rate nearing 20%, these teens are competing with out-of-work adults for entry-level, minimum-wage jobs. Employers are likely to hire a person with a long track record of successful employment rather than a person seeking their first job. This freezes many younger residents out of the economy, and substantially contributes to out-migration.

A way to grow the economy in Stagecoach and Silver Springs while ensuring that teens get the practical, real-world experience they need to become independent adults could be the adoption of a young entrepreneur program. Young entrepreneur programs teach teens the real-world skills of developing a business plan, creating partnerships, working on a team, and other skills that are crucial to success in the business world. This training could be, in many ways, a preferable substitute to the typical teen jobs of working in the service industry.

Finally, residents thought that health care options could be expanded. Telemedicine, where a person can see a specialist from a remote location, is slowly being adopted by rural areas. If Silver Springs obtained the equipment for telemedicine, a patient could “see” a doctor in Reno from the Intersection of 95A and US 50. In the recent past, there have been federal grants to support the establishment of telemedicine clinics in rural areas.⁶ Residents of Silver Springs

⁵ Alleck, Betty. “Silver Springs Airport hold dedication for New Fueling Station.” *Reno Gazette-Journal*, May 5, 2010. Accessed May 24, 2010 on-line at: <http://www.rgj.com/article/20100505/FERNLEY01/5050365/Silver-Springs-Airport-holds-dedication-for-new-Fueling-Station>

⁶ United States Department of Agriculture, “Telecommunications Program, Distance Learning and Telemedicine Grant program.” <http://www.usda.gov/rus/telecom/dlt/dlt.htm>

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should work with federal, state, and local agencies to see if telemedicine is a feasible way to increase access to medical care.

Resources:

Lyon County: <http://www.lyon-county.org/>

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

Northern Nevada Development Authority: <http://www.nda.org>

Small Business Administration, Nevada Office: <http://www.sba.gov/localresources/district/nv/>

Storey County: <http://www.storeycounty.org/>

United States Department of Agriculture, Rural Development:

- <http://www.usda.gov/rus/telecom/dlt/dlt.htm>
- <http://www.rurdev.usda.gov/nv/>

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

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Theme: Business Development – Shelley Hartmann

It was an honor to get to know the community of Silver Springs, and I appreciated the opportunity to learn more about the region.

Issues:

- JOBS!
- USA Parkway
- Grocery/Bank/Pharmacy
- Light Industry
- Expanded Medical Facilities
- Home Based Businesses
- Small Business Development
- Workforce Training

JOBS! RETAIL! USA PARKWAY! LIGHT INDUSTRY! “We want a grocery store, a pharmacy and a bank” came out in that order so many times we felt as if it were scripted. There was an intense interest in ways to create local employment both for the adults now there and the youth as they grow so that they can be retained.

Silver Springs is a bedroom community to Reno and Carson City/Dayton area and they would like to change that. The population basically commutes to the job and so there is a resulting disconnect between the residents and ‘community’. The area has great assets such as rail, cross roads of Highway’s 50 and 95 and a great airport. They have lots of land correctly zoned and new infrastructure, the ingredients that make for the beginnings of economic diversification. What was mentioned in every single listening session was how difficult the county government is to work with. Planning is completed; however, getting a project past the local government processes can be cumbersome and so far has not been a positive job creating experience.

Most of the ‘issues’ all relate to a holistic economic development program, that looks at investment, community, jobs, youth and so on. The region has more people in it than some counties so the resources are there it would seem to tackle some of the issues that are identified as problems.

Recommendations:

- Ask for a subcommittee under NNDA for Silver Springs specifically so that you can focus on your area. NNDA is your regional Economic Development agency, recognized by the Nevada Commission on Economic Development. The community has to step up though, economic development is never one person and their ‘drive’ it takes everyone doing their part for the whole diversification desired to take place.
- Form or join a home business coop for both Silver Springs and Stage Coach because both have an active home business community. This can be a way to market what is done at home; it would merit a survey of home based businesses to see the variety of

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businesses that are done from the home to develop a marketing plan for the association.

- Form a rapid response team that knows the area, the assets, the land, the infrastructure, and the ropes with the county. Should include a county commissioner on this rapid response team, the local fire chief, a member of the planning commission and so on. When a company comes to town this RRT can then make a checklist of what is necessary to land the business there. The state can assist with a ‘dummy’ company to prepare for so that you can be ready for the real call when it comes.
- There is adequate population for the retail that was mentioned, location on Highway 50 would make it more profitable for a chain store.
- Activate and use the master plan for the community, and make sure the citizens rally around applicants that want to bring industry to Silver Springs, be active, involved and in attendance when a meeting is taking place. Nothing replaces being a warm body in the audience for a new company.

Resources:

NNDA: <http://www.nnda.org>

National Business Coop Association: <http://www.ncba.coop/>

NCED: www.diversifynevada.com

SBDC: <http://www.nsbdc.org/>

USDA-RD: <http://www.rurdev.usda.gov/nv/>

NMI: www.4microbiz.org

RNDC: www.rndcnv.org

SBA: <http://www.sba.gov/localresources/district/nv/>

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Theme: Community Engagement – Des Craig

Issues:

During the listening sessions in Silver Springs we heard many references to the lack of community engagement throughout the community. Some of the listening sessions, which were well advertised in advance, were poorly attended. There appears to be a very real need to motivate and recruit more volunteers for community service. This lack of community involvement could be connected to a lack of pride in the community, and lack of pride could be connected to a lack of vision for the future of the community. It could also be that residents of Silver Springs don't know how to get involved, don't know what to get involved in, or perhaps, as a result of earlier bad experiences, don't want to get involved in ventures that might fail.

We heard there was considerable apathy in the community. People are tired and unwilling to get involved in creating change for the common good. The 'usual suspects' or 'same ten people' always turn up at community functions and meetings, volunteerism is low and the community has a poor record in mobilizing for community betterment.

One reason that was suggested for this lack of community engagement is the fact that many residents commute each day to and from work in Reno, Fernley, Carson City and Fallon. They return home late in the day and are not willing to come out to community meetings or other community activities in the evening.

It was also suggested that there is a lack of communication within the community and between the community and the outside world. While there are activities taking place in the community, these are not well publicized so that many people do not know what is happening in their own community.

Also, poor and inadequate communication with the County Commissioners was frequently mentioned as a point of concern by the residents of Silver Springs. We heard that the Commissioners have an inappropriate view of Silver Springs and its residents, and there was a lack of cooperation between Silver Springs and the County staff (especially in the areas of planning and permitting).

As mentioned earlier, lack of pride, vision, common purpose and identity can lead to a lack of enthusiasm for engaging and participating in community affairs. Some people will always refuse to participate. Some people will always want to be involved. It is the majority in the middle that needs to be mobilized into action that will yield results for the good and betterment of the community. This will require determining and articulating a vision and identity for the community that have strong buy-in and grassroots support. Some suggestions on how to attain more community participation are provided below.

Recommendations:

There clearly is a need for the community to come together more. It could be that rallying points/action groups are needed and could be formed to encourage civic engagement, for

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example: a Business Development Action Group; a Clean-Up-Our-Town Action Group; a Youth Center Action Group; an Identity and Vision-for-Silver Springs Action Group; a Modernize our Infrastructure group; a Stamp-Out-Drug-Use Action Group, a Student-Senior Working Group etc. The formation of such groups would require a core of champions from the community, but very often there is a large number of people, willing and prepared to be involved in their community, who are simply waiting to be asked to participate. The suggested action groups need not be permanent and need not have the same people all the time, but they could provide the necessary rallying points to allow people to become involved in community affairs.

Are there branches of the familiar service clubs in the Silver Springs area, e.g. Lions, Kiwanis, Rotary, Eagles, Elks etc? It might be worthwhile looking into introducing a number of these as vehicles for more community involvement. A 4-H club assisted by Cooperative Extension but run by volunteers might also help.

The Faith-Based Listening Session was poorly attended which was surprising as churches and church groups are often focal points for community engagement and mobilization. While churches quite rightly are primarily concerned with spiritual development, in rural areas they can also be powerful tools and supporters for community development. This is especially the case with the youth of the town. Church-based youth groups can be a powerful influence for good in the lives of young people, especially in a small community. On April 16, the day after we completed the Community Assessment listening sessions in Silver Springs, KOLO TV carried a news report on how the Silver Springs Christian Center was helping hundreds of people each month through a local food pantry. There are ways in which such activities can be used to promote more community participation and involvement.

Business sponsorship of community service activities, and perhaps a competition to devise a range of community activities, could help to bring people together and get residents motivated to serve in their community. Private and public sponsorship of cross-cultural activities is another way to get people involved.

Better communication within the community on local, community opportunities and activities is suggested. During the Community Assessment exercise, some said that they were not aware of all that goes on within the community. Perhaps an updated and widely circulated Community Calendar could be adopted, together with better and more efficient use of the internet and a purpose-built website for the community.

Further, on the subject of communication, there is a real need to establish better communications with the County Commissioners and County staff in Yerington. If a committed group of people from Silver Springs could attend Commission meetings more frequently, and if the Commissioners could somehow be persuaded to hold a Commission meeting in or near the town once a year, such initiatives might lead to better understanding and appreciation on both sides. We would recommend various approaches to resolving this issue, for example, consensus workshops could be held, or some form of externally-facilitated conflict mediation might be recommended. Involving the youth in representing the community at Commission meetings could be very powerful in being heard. The situation pertaining in Silver Springs is not unique; other communities have faced similar challenges with poor communication and lack of

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community engagement, and learnt to overcome these challenges. It is recommended that a group be formed within the community to research other communities that have successfully overcome similar challenges in this area of community involvement. The town of Wray, Colorado has been mentioned as one such example.

Leadership training is suggested for those who are and regard themselves as leaders in the community. There are a number of training courses available in Nevada for community leaders – elected officials, community organizers, economic developers, educators, church leaders, youth organizers etc. There are also specific courses available in Nevada on effective communications, and full advantage should be taken of these in Silver Springs to help correct the communication issues raised in the community assessment.

The subject of incorporation and changing the government structure for Silver Springs is too big a subject for this report but might be worth some investigation by a local group or external agent.

Resources:

USDA Rural Information Center (RIC), Community Development Resources
<http://ric.nal.usda.gov>. (Search using the word Volunteerism)

Center for Rural Affairs: <http://www.cfra.org>. (Look under Community)

Rural Community Assistance Corporation: <http://www.rcac.org>.

Youth Volunteer Corps of America: <http://www.yvca.org>.

Americorps: see http://www.americorps.org/about/programs/vista_activities.asp

Big Brothers Big Sisters: <http://www.bbbs.org>.

Boys' and Girls' Clubs: for information on the Carson City Club see: <http://www.bgcwn.org>.

Service Clubs in Lyon County – check telephone directory and internet for Rotary, Kiwanis etc. in Fernley, Yerington and elsewhere in Lyon County

Partnership of Community Resources: Cheryl Bricker, Executive Director: (775) 782-8611;
pcrbricker@partnership-resources.org

Nevada Volunteers: Janet Wright, Volunteer Development Manager: (775) 825-1900;
janet@nevadavolunteers.org

All America City Award http://en.wikipedia.org/wiki/All-America_City

Cooperative Extension, UNR – on leadership training, Contact:
Dr. Marlene Rebori, Reno. Tel. 1-775-784-4848, and
Carl Dahlen, Carson City. Tel. 1-775-230-0075

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Cooperative Extension, UNR – on mediation and conflict resolution, Contact:
Dr. Marlene Rebori, Reno. Tel. 1-775-785-4848

Nevada Commission on Economic Development – on board training. Contact Ken Pierson,
Carson City. Tel. 1-775-687-9914 www.diversifynevada.com

In 2007 The Nevada Commission on Economic Development hosted a workshop in White Pine County on inter-governmental cooperation which included presentations by the Humboldt County Administrator and the City of Winnemucca Manager. A similar workshop could be presented in Lyon County. Contact Des Craig, Rural Community Development, NCED, Carson City. Tel 1-775-687-9918

Sierra Circle Consulting – for facilitating consensus and collaboration, Contact Patricia R. Tuecke, Reno Tel 1-775-333-6998 www.sierracircle.com

Heartland Center for Leadership Development - for assistance in small rural community revitalization, including the Hometown Competitiveness Program and leadership development, Contact Milan Wall, Lincoln, Nebraska Tel 1- 402-474-7667 www.heartlandcenter.info

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Theme: Community Engagement – Shelley Hartmann

Issues:

The community suffers from what many bedroom communities suffer, lack of involvement, this leads to lack of pride in appearance of community, lack of volunteerism and lack of political involvement.

The commuting population which appears to be a large portion of the community is too tired after a 10 to 12 hour day to be involved in their own community. Jobs in the community will repair this to a degree, but community engagement is wrapped up in pride, sense of place and so on. Unfortunately, some communities don't come together unless there is a common threat, such as loss of major employers or a community disaster.

This is not suggesting the community needs a good disaster, it's noting that at this point there doesn't seem to be a cohesive nucleus of doers OR they aren't recruiting more doers. Perhaps a team building consultant could also be of use to the community. It appears they haven't decided what their identity is at this point in time, and a branding effort could assist with deciding who the community is, what they are proud of and why others may want to be a part of the community.

Recommendations:

- Community pride program, that helps people see their assets and improve upon what they have
- Economic Development marketing program specifically selling what they have that is empty at the airport to start, and looking at sister industry for what they have
- Community bulletin board or some free electronic way to get people involved say a face book page, or blog, or community website.
- Ask the youth to do a poster campaign about clean up, even if that starts with the main travel corridors. NDOT has beautification dollars for town entrances, and since it's hard to see where one ends and begins, start with what is town.

Resources:

Chamber Nation <http://www.chambernation.com/>

Blogs www.wordpress.com

Youth Volunteer Corps of America: <http://www.yvca.org>.

Americorps: see http://www.americorps.org/about/programs/vista_activities.asp

Big Brothers Big Sisters: <http://www.bbbs.org>.

Boys' and Girls' Clubs: for information on the Carson City Club see: <http://www.bgcwn.org>.

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Service Clubs in Lyon County – check telephone directory and internet for Rotary, Kiwanis etc. in Fernley, Yerington and elsewhere in Lyon County

Partnership of Community Resources: Cheryl Bricker, Executive Director: (775) 782-8611; pcrbricker@partnership-resources.org

Nevada Volunteers: Janet Wright, Volunteer Development Manager: (775) 825-1900; janet@nevadavolunteers.org

All America City Award http://en.wikipedia.org/wiki/All-America_City

Cooperative Extension, UNR – on mediation and conflict resolution, Contact: Dr. Marlene Rebori, Reno. Tel. 1-775-785-4848

Nevada Commission on Economic Development – on board training. Contact Ken Pierson, Carson City. Tel. 1-775-687-9914 www.diversifynevada.com

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Theme: Image – Carl Dahlen

Issues:

- Clean up
- Code Enforcement
- Lake Lahontan
- First Impressions
- Entryway Welcome Signs
- Outside Perception that others have of us

One of the challenges for Silver Springs is that there appears to be a poor community image. Certainly there are a number of people who show tremendous community pride. However, community pride is linked with community identification and Silver Springs seems to have either no identity or an identity it doesn't want such as "felony flats" or a "wide-spot-in-the-road" to somewhere else. For some people passing through, their first impression of Silver Springs is that there is nothing here worth stopping for. Their observations about the community are distorted because they see homes spread out over large distances with some in disrepair or they see an accumulation of trash in some yards and by the roadside. Even for a number of people who live here, they don't know where Silver Springs begins or ends. These negative images make it difficult for residents or visitors to recognize a positive sense of community. Lake Lahontan is one possible exception to Silver Springs' image problems. However because the lake is a reservoir for Fallon farms, the water level varies significantly throughout the season. The uncertainty of the water level makes it difficult to maintain the lake for recreational purposes. In addition because of demands for water in Pyramid Lake and a flood from a breach in its banks, the Truckee Carson Canal is only flowing at about one third of its capacity.

Recommendations:

Several actions can be taken to begin the process of improving the image of Silver Springs. First would be a "community clean-up." The City of Carlin had a similar problem until officials took action. They declared one week as a city wide clean-up effort. They arranged for dumpsters and trash bags to be available for residents. They worked with a local salvage yard to haul off junked vehicles, appliances and furniture. They promoted the week-long event in advance and offered volunteers to help clean-up yards for people who were unable to do the work themselves. At the end of the week, they held a community-wide picnic in the park to celebrate all that was accomplished. The City of Wells had a similar effort following their community assessment. Wells officials began to enforce ordinances requiring people to keep their property clean and neat. When some people complained, officials were able to say, "This is what our residents called for in our Community Assessment."

A second action would be to create signage to welcome people to Silver Springs and to direct them to places of interest or local businesses. The Nevada Department of Transportation has a sign committee that can help with placement and wording. In addition many communities such as Minden and Gardnerville have welcome signs that might provide examples of what could be done in Silver Springs.

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Another action to consider would be to enhance current community events like Founders Day and the Silver Springs Fly-In to encourage local residents to participate. One of the premier events in the area is the Nevada Day Celebration in Carson City. In addition to the parade, many other activities are planned for the days leading up to and including parade day. In order to put on an event of this magnitude, the Nevada Day Committee is active all year long and involves hundreds of community volunteers. Another community event that has grown to become a major attraction is Armed Forces Day in Hawthorne. This event is an activity of the Chamber of Commerce, but includes many other individuals and organizations from the community. Events like such as these offer people an opportunity to become active participants both from the standpoint of putting on the events or just attending them. They can create a greater sense of community as local residents and visitors come together to celebrate Silver Springs. To promote these events and other tourism related activities in and around the area, representatives from Silver Springs should be part of the Nevada Commission on Tourism Territory meetings. Because of your location, Silver Springs' representatives should be part of three territories, Pony Express, Reno-Tahoe, and Pioneer to maximize your tourism potential.

Silver Springs currently has a fledgling Farmers Market. Many communities have made farmers markets that are more than just a place to buy food from local producers. The City of Fallon has had success with their downtown farmers market. Not only did it draw people to the market, it also kept people downtown for a longer evening of activity. In Carson City, the farmers markets include entertainment for shoppers and games for kids. These markets are another way to bring residents together to let them discover their own sense of identification with their community.

All of these actions and activities should be designed to engage as many people as possible. As people become engaged, they begin to develop a sense of ownership over the activities in which they are involved. This sense of ownership can lead people to see that "Silver Springs is my hometown and I want to make it the best hometown in Nevada." As you seek people to become engaged, look to service clubs, churches and other groups that are already in existence. There you will find people who have already committed to positive activity and may be willing to do more.

In the process of building a positive image for Silver Springs, don't forget your kids. Your children are not only your future they can be active participants in the present. In their Listening Sessions, high school students were very vocal about the lack of involvement by local residents in community activities. They also noted a lack of support from the community for their activities. They noted that when they went to out-of-town sports events like in Lovelock, it seemed that the whole community was present. High school sports and other activities can become central to a sense of community pride.

Finally in regard to Lake Lahontan, remember that other communities in the area have an interest in keeping the reservoir full. Fernley currently gets most of its water through leakage from the canal. Churchill County and Fallon depend on water from the lake to irrigate their fields. Many people from Carson City, Reno and throughout Northern Nevada come to the lake for recreational activities. Even your neighbors in Stagecoach have an interest in keeping the lake

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open and used. To preserve Lake Lahontan will take building coalitions with other interested parties to bring more people to the table.

Improving the image of Silver Springs will happen only as residents change their view of the community. Until those of you who live in Silver Springs begin to see it as a great place to live, others will not see it for you. As you begin to develop pride in your community, you will be able to express that pride and the reasons for it to people who don't live here. The actions proposed above can lead to that sense of pride if you the citizens of Silver Springs become engaged in envisioning Silver Springs as the positive place you know it to be.

Resources:

City of Carlin: www.cityofcarlin.com

City of Wells Chamber of Commerce: www.wellsnevad.com

Nevada Department of Transportation: www.nevadadot.com

Carson City Nevada Day Committee: www.nevadaday.com

Mineral County Chamber of Commerce: www.mineralcountychamber.com

Nevada Commission on Tourism www.travelnevada.com

Nevada Grown: www.nevadagrown.com

Fallon Farmers Market: www.fallonfarmersmarket.com

Carson City Farmers Market: www.carsonfarmersmarket.com

Truckee Carson Irrigation District: www.tcid.org

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Theme: Infrastructure – Des Craig

Issues:

Infrastructure can cover a great many issues and challenges. Those mentioned in the Silver Springs listening sessions include:

Roads, curbs and sidewalks

- Too many unpaved, dusty roads in town
- Unpaved roads need better maintenance by the County
- Need better access roads to homes and businesses off Highways 50 and 95
- Where paving exists it does not always reach the private property lines. This leaves an unpaved strip between State and County maintained areas and private property lines
- Curbs and sidewalks are needed in places throughout the community, for example, near the schools, on the highway frontage/access roads, in the retail areas

Water and wastewater facilities

While it was generally acknowledged that the water and wastewater facilities in Silver Springs are good, it was felt that these facilities could usefully be expanded to the airport and the industrial area of the town.

Drainage and flood mitigation

Apparently flooding can be a serious problem in parts of town making some homes and businesses almost inaccessible at times during the winter and spring.

Other areas under this infrastructure theme include the need for public transportation, streetlights in places throughout the community, a recycling center (suggested by the high school students), and the need to make better use of the former State prison.

It was felt that if some or all of these issues could be tackled and improved, the quality of life in general would be enhanced and the community would be more attractive and accommodating.

Recommendations:

Community Master Planning is a necessary and vital tool to ensure orderly, cost efficient growth. Such plans look at all present and future infrastructure needs, rank them in terms of priority and make suggestions on implementation. The need for detailed, frequently up-dated infrastructure planning cannot be overemphasized. Considerable effort has been made recently to prepare a Master Plan for Silver Springs. This should reflect how the community feels the area should grow over the next 10-20 years, it should be adopted as soon as possible and updated and revised on a regular basis as circumstances and conditions change.

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Beautification and improving aesthetics in the community were raised a number of times in the listening sessions and are dealt with elsewhere in this report, but improving infrastructure throughout the city can and will contribute to these objectives.

Paving roads and installing curbs, gutters and sidewalks, and drainage schemes are expensive projects and yet can lead to considerable community enhancement and appeal. There are several grant and loan programs available to assist rural communities enhance their infrastructure (see resources section below). Given a list of priority infrastructure projects, residents could be tasked with researching and identifying available funds to carry out the needed infrastructure improvements. Money is available from a variety of public and private sources. While some of the available funds may have to come through the County, the residents of Silver Springs should not wait for, or solely depend on, the County to provide the necessary resources for infrastructure development.

Business development is dealt with in another section of this report, but assuming businesses are encouraged to relocate and do develop in Silver Springs, the town should consider ordinances to have these private sector initiatives contribute to meaningful infrastructure development and maintenance. Such local fund raising may require discussion and agreement with the County but should be included as part of the overall development of communications between the community and the County authorities.

The unpaved strip problem, between public and private property, could probably be solved if private property owners were permitted to pave and maintain the land all the way to the State or County paving. This would involve a certain amount of lobbying and intervention at the County and State levels and while not a pressing emergency, it is something that could be taken on and solved by a group of interested citizens.

Public transportation is more difficult, but extensive research and a committed group of proponents could probably achieve much in this area. There are examples of successful, local transportation systems that should be investigated, for example, JAC in Carson City and Blue Go in Douglas. Judging from the traffic on Highway 50 to and from Carson City on weekdays, and assuming enough travelers would opt for a reliable public transportation service, a public transportation operation should be successful. As a first step, a feasibility study should be done by a professional transportation consultant. Raising finance today is difficult but the actual development of a public transportation system should probably involve a mix of public and private finance and management. One advantage of a public transportation system on Hwy 50 is that it would not only serve Silver Springs but also Stage Coach, Dayton and Mound House, as well as Carson City.

The students at the Silver Stage High School were very articulate and responsive to the questions posed in the listening sessions. They commented on the need for more public transportation and also called for setting up a recycling center. There was also a strong feeling that the former State prison should be converted into some kind of educational establishment providing training in various trades. The County Commissioners should be approached on this issue, a proposal prepared and taken to the State for the purpose of opening dialogue.

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It might be worthwhile to think about setting up community action groups around the various infrastructure areas that need attention, e.g. a roads and traffic group, a drainage and flood mitigation group, a public transportation group etc. Each group, which should involve the students, would be responsible for identifying projects, initiating research, looking into funding sources, lobbying local government etc.

Resources:

The Nevada Association of Counties may have resources and be able to assist regarding community planning. Contact Jeff Fontaine, Carson City. Tel 1-775-883-7863

White Pine County recently received a grant to update their Land Use Plan. Contact Karen Rajala, White Pine County Economic Diversification Council, Ely, NV, Tel. 1-775-289-3065.

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, Contact Des Craig, Carson City. Tel. 1-775-687-9918

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 road and street improvements etc. Contact Carson City. Tel. 1-775-888-7000

Economic Development Administration – EDA (Roads, Sidewalks, Curbs, Gutters, Water, Wastewater, Solid Waste, Rail) (job creation a key criteria); call WNDD @ (775) 883-4413

Western Nevada Development District (Roads, Sidewalks, Curbs, Gutters, Water, Wastewater, Solid Waste, Rail), Ron Radil @ (775)883-4413

Senators H. Reid and J. Ensign are interested in bringing additional federal resources to rural Nevada. Both should be contacted on roads, water and waste disposal issues

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

South Tahoe Area Transit Authority (Blue GO): Contact John Andoh, Transit Administrator
128 Market Street, Suite 3-F, Stateline, NV, 89449. Phone: (775) 589-5284, jandoh@trpa.org
www.bluego.org

Main Street Program information: Tim Rubald, Consultant. Rubald & Associates.
4591 Bigelow Drive, Carson City, NV, 89701. (775) 790-0035; 2t@charter.net

Further Main Street Program information: contact Town Manager, Gardnerville, Douglas County

Silver Stage Community Assessment – 2010 Section 1

Themes: Community/Public Facilities – Audrey Allan

Issues:

- Youth Center/Facility
- Airport
- Vo-Tech Facility
- Western Nevada College
- Recreation Center
- Swimming Pool
- Library
- Parks/Ball Fields

Youth Center/Facility –

During every listening session, youth issues were identified as a priority in the Silver Springs area. Frequently, it was stated that the youth need a center with various activities in order to stave off boredom and the lack of things for the youth to do. Youth sports programs were cited as needed for younger children so that they become skilled and be prepared for high school sports. Non-sports driven children need more arts and cultural programs.

Airport –

The vast majority of participants view the airport as a positive community facility. It was stated, however, that while many improvements have been made thus far, it still needs public restrooms, and more buildings for business development. The participants would like Lyon County to be more business-friendly and supportive of business development at the airport and in Silver Springs, in general.

Vo-Tech Facility –

The high school students, in particular, cited the need for a vocational-technical school. The students who are not college-bound want to be prepared for careers in the trades.

Western Nevada College –

Distance and transportation issues are cited as preventing many residents from attending Western Nevada College. The costs of purchasing computers for on-line classes or to attend WNC classes in Fernley or Carson City would have to be weighed against building a college campus in the Silver Springs area.

Recreation Center –

A recreation center—that does not compete with senior or youth activities—is seen as needed to host community events.

Swimming Pool –

Participants in many of the listening sessions said that Silver Springs needs a swimming pool. This asset would help with youth boredom, socialization, and exercise.

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Library –

It was stated that the library needs to be expanded to include more computers and internet access. The seniors expressed a desire for the library services to be expanded to their facility.

Parks/Ball Fields –

The high school students especially expressed a desire for more parks in the community. Lighting is seen as needed at the ball fields.

Recommendations:

- Form a task force to address youth issues
- Use your town boards as vehicles to establish better communications and relationships with the County
- Hold fund raisers (bake sales, car washes, spaghetti feeds, etc.) to start raising funds for specific public facilities, such as the lighting at the ball fields or to be used as match for applying for grants
- Conduct local surveys to identify people skills, what organizations exist in the community, as well as the existing facilities and programs that could be used to address the identified public facility issues

Resources:

The Community Development Block Grant (CDBG) Program; contact Maureen Willis, Yerington (775) 463-6531; or Des Craig, Carson City, (775) 687-1222

USDA Rural Development, contact Kay Vernatter, Carson City, (775) 887-1222

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Theme: Community/Public Facilities – Michael Guss

I found the people of Silver Springs to genuinely care about their community. Many residents wanted to improve the facilities that the public had access to. Specifically, Silver Springs' residents would like to see increased vocational, educational, and recreational opportunities.

Issues:

- Vo-tech Facilities
- WNC
- Airport
- Library
- Recreation Center
- Swimming Pool
- Parks/Ball fields

One student at the Silver Springs high school listening session had applied for twenty jobs, and still could not find employment. Another was interested in marketable job skills. Some adults felt that increased vocational training would be a way to enable young adults to stay in the Silver Springs area after graduation from high school.

Another student expressed a strong desire to have a branch campus of the Western Nevada College in Silver Springs. Continuing to live at home while attending college reduces costs; in the 2009-2010, 58.1% of all college students resided with their parents in order to save money.⁷ For Silver Springs students much of what they can save by staying at home while attending college will be spent on commuting to the Fallon or Carson City campuses, or the Fernley Center.

There was strong support in the community for the airport. Many residents praised the Silver Springs fly-in as a way to introduce youth to aviation. Other residents also praised the airport's fuel tank and runway, and believed that it could be a catalyst in future growth. Silver Springs' residents appreciated the Silver Springs branch of the Lyon County Library. Many residents would like to see the branch expanded

Many residents felt that Silver Springs needed a Community Center that had Youth Programming. The students at the high school also felt that a Youth Center was needed in the Silver Springs area. .

⁷ *Consumer Reports. Money Blog.* "Back-to-school economy: fewer luxuries, more college kids at home." July 12, 2009. Accessed May 13, 2010 on-line at: <http://blogs.consumerreports.org/money/2009/07/back-to-school-spending-down-more-college-kids-living-at-home-save-money-textbook-costs.html>

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There was strong support for additional recreational facilities including, but not limited to, a swimming pool and lighting for ball fields.

Recommendations:

The Lyon County School District and the Lyon County Commission have looked into funding a vocational school in the recent past.⁸ Both entities found that the operating expenses of such a facility would be prohibitive. The Lyon County School District does provide vocational training at all of its schools.⁹

Establishing a charter school to provide vocational training in rural areas may be a way to reduce the financial impact on county government and the school district. The federal government has a Charter Schools Program which offers grants of \$250,000 to \$500,000 per year for charter schools in rural areas.¹⁰

Community Colleges also provide vocational training to young adults. Community Colleges provide graduates with the skills necessary to work in a variety of professional positions. In Nevada, Western Nevada College provides this valuable service to residents of Carson City, Douglas County, Lyon County, and Pershing County.

Western Nevada College (WNC) provides education in a variety of fields. Many Western Nevada College alumni enter the workforce as police officers, 911 operators, nurses, journalists, and construction managers (amongst other professions).¹¹ WNC currently has branch campuses in Carson City, Fallon, and Minden.

The closest access for students in Silver Springs is the WNC Center in Fernley. According to Western Nevada College,

“The Center offers students both general college courses that lead to associate degrees and certificates, as well as career preparation classes. Fernley students can now complete a one-year certificate or a two-year Associate of Arts/Science degree through web classes, video, and on-site classes.”¹²

For students who cannot access on-line classes at home, the travel to Fernley can be costly. The 28 mile round-trip from Fernley to Silver Springs adds *at least* an additional \$196 per class to a

⁸ Lyon County Commission Minutes of July 16, 2009. Accessed on-line May 13, 2010 at: <http://www.lyon-county.org/archives/36/Commissioner%20minutes%20for%2007162009.pdf>

⁹ Id.

¹⁰ United States Department of Education, “Office of Innovation and Improvement; Overview Information; Charter Schools Program (CSP) Grants for National Leadership Activities; Notice Inviting Applications for Fiscal Year (FY) 2010.” *Federal Register*. March 23, 2010. Pp. 13740-13745.

¹¹ Western Nevada College. “Academic Divisions,” Accessed May 13, 2010 on-line at: <http://www.wnc.edu/academics/division/>

¹² Western Nevada College. “Fernley Center,” Accessed May 13, 2010 on-line at: <http://www.wnc.edu/location/fernley/>

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student's expenses. The establishment of a center in Silver Springs would reduce costs of attending college and expand the number of students who could afford to attend college.

Unfortunately, resources are scarce at the moment. Western Nevada College saw its funding be cut 6.9% by the State Legislature in the 2010 Special Session.¹³ This has caused drastic cuts to some WNC programs, including the Nursing and Surgical Technician programs in Carson City and Fallon.¹⁴ It is unlikely that the funding needed to establish a branch campus in Silver Springs will be found in the current austere budget climate.

Though immediate opportunities for the development of a WNC branch campus are scarce, Silver Springs' residents should take advantage of the current climate to plan for the future. A comprehensive plan on what type of higher education facility is needed, and what steps are need to be taken to obtain it, would position Silver Springs to take advantage of future boom times.

The Silver Springs Airport was universally praised at our listening sessions. People especially praised the fly-in and the educational opportunities it provided. Silver Springs' residents feel that the airport helps economic development in the town, and would like to see the airport continue to grow.

The Silver Springs Airport is part of the National Plan of Integrated Airport Systems.¹⁵ The airport has successfully pursued federal grants, and recently installed a \$200,000 fuel tank because of a grant from the Federal Aviation Administration.¹⁶ An airport in North Carolina successfully pursued a United States Department of Agriculture (USDA) Loan and Grant to construct new hangars at its airport¹⁷; an airport in South Dakota received a \$15,000 USDA Community Facilities Grant to improve its hangar.¹⁸

The programmatic activities, and community service, performed by the airport is well-supported by the community; pursuing private foundation funding could provide additional support for programs like the fly-in. The Wolff Aviation Foundation provides support ranging from the

¹³ Dornan, Geoff. "Western Nevada College Will Survive Despite Cuts." *Nevada Appeal*, March 4, 2010. Accessed May 13, 2010 at: <http://www.lahontanvalleynews.com/article/20100304/NEWS/100309948>

¹⁴ Id.

¹⁵ United States Department of Transportation, Federal Aviation Administration, "National Plan of Integrated Airport Systems" Part IV. P. 3 Accessed May 13, 2010 on-line at:

http://www.faa.gov/airports/planning_capacity/npas/reports/media/2009/npas_2009_appA_part4.pdf

¹⁶ Dugan, Brian. *Northern Nevada Business Weekly*, "Airport at Silver Springs takes a major step with fueling facilities." Carson City: May 3, 2010.

¹⁷ United States Department of Agriculture, "Secretary Vilsack Announces Recovery Act Support to Repair Infrastructure, Finance Community Centers, Public Safety Buildings, and Health Care Facilities," February 19, 2010, Accessed May 13, 2010 on-line at:

<http://www.usda.gov/wps/portal/usda/usdahome?contentidonly=true&contentid=2010/02/0074.xml>

¹⁸ United States Department of Agriculture, "Agriculture Secretary Vilsack Announces Recovery Act Support to Repair Infrastructure, Finance Community Centers, Public Safety Buildings and Health Care Facilities," April 15, 2010. Accessed on-line May 13, 2010 at:

<http://www.usda.gov/wps/portal/usda/usdahome?contentidonly=true&contentid=2010/04/0186.xml>

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hundreds to low thousands of dollars for “innovative aviation projects.”¹⁹ Other, locally based foundations might be interested in small grants to fund the educational aspects of the fly-in. The Western Nevada Development District and the Northern Nevada Development Authority have access to a foundation search engine that can research whether grants are available for specific projects or programs.

Silver Springs’ residents appreciate the convenience of the local library, but many residents wanted the library to be expanded; specifically, residents would like to see computing and internet access be expanded at the library.

The State of Tennessee recently formed a partnership with USDA Rural Development to provide grants of \$12,000 to \$20,000 to rural libraries for the purpose of upgrading computer and internet access for Tennessee’s rural citizens.²⁰ The State of Tennessee funded this initiative with \$1 million from its Economic Development Department, and \$70,000 from the Tennessee Secretary of State’s Office; USDA Rural Development issued a \$350,000 grant in support of the project.²¹ A similar program in Nevada would represent .0193% of the State’s \$5.7 billion²² biannual budget.

There was strong support for additional recreational opportunities in the Silver Springs area. Two items—the lighting of baseball fields and the construction of a swimming pool—were consistently suggested at our listening sessions.

The Land and Water Conservation Fund is a federal grant program that is administered by the Nevada Division of State Parks. The grant program provides assistance for the construction, or improvements, of local parks.²³ Federal funding provides up to 50% of the project costs, while local funding must make up *at least* 50% of the project cost. Local funding could come in the form of in-kind contributions of labor or equipment, or privately raised donations.

Many residents expressed support for a Community Center that had Youth Programming. Silver Springs is a spread out community; while people like the isolation that Silver Springs’ design provides, many residents would like a central gathering place. Students at the high school expressed support for a Youth Center; they thought that increased programming could reduce the drug problem that simmers beneath the surface in Silver Springs.

The Community Development Block Grant program is a United States Department of Housing and Urban Development grant program that is administered in Nevada by the Nevada

¹⁹ Wolf Aviation Foundations. “Annual Grant Program,” Accessed May 13, 2010 on-line at: <http://www.wolf-aviation.org/grantprog.htm>

²⁰ State of Tennessee. *Tn.gov Newsroom*. “Statewide Library Initiative to Strengthen Rural Communities, Help Unemployed.” April 8, 2010. Accessed on-line May 13, 2010 at: <http://news.tennesseeanytime.org/node/4896>

²¹ Id.

²² Gibbons, Jim. “2009-2011 State of Nevada Budget in Brief.” Carson City, Nevada: January 15, 2009. Accessed May 13, 2010 on-line at: http://budget.state.nv.us/budget_2009_11/budget_in_brief/2009-2011%20Executive%20Budget%20in%20Brief.pdf

²³ Scanland, Jenny. “FY 2010 Nevada Land and Water Conservation Fund Grant Manual.” Nevada Division of State Parks: December 2009. Accessed May 13, 2010 on-line at: <http://www.parks.nv.gov/LWCF/2010grantmanual.PDF>

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Commission on Economic Development. Communities can obtain Community Development Block Grants to construct neighborhood centers or recreation facilities.²⁴

Resources:

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

Library: <http://www.rurdev.usda.gov/nv/>

Airport:

- <http://www.wolf-aviation.org/grants.htm>
- <http://www.faa.gov/airports/aip/overview/>
- <http://www.wnndd.org>
- <http://www.nnda.org>

Park Lighting and Swimming Pools: <http://www.parks.nv.gov/LWCF/grantmanual.htm>

Community/Youth Center:

http://www.diversifynevada.com/divisions/rural_community_development_cdbg/

²⁴ Nevada Commission on Economic Development, "Rural Community Development and CDBG.: Accessed May 13, 2010 on-line at: http://www.diversifynevada.com/divisions/rural_community_development_cdbg/

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Themes: Youth – Audrey Allen

Issues:

A total of twelve listening sessions were held. In every session, youth and youth issues were identified as a priority in the community. In general, it was noted that there is not enough to do for the young people. Unlike many other rural Nevada communities, the youth population is growing in the Silver Springs/Stagecoach area. While the majority of parents, students and faculty are pleased with the schools and school system, it was stressed that more resources, time, services and involvement need to be expended on youth in the area in order for them to be successful and to keep out of trouble.

Youth Facility –

While a Boys and Girls Club was established in the schools a year ago, it was frequently stated that a youth facility with sports and cultural programs is needed. The development of sports programs for elementary school-aged children is needed so that young athletes can progressively develop their skills and be better prepared to compete in high school team sports.

Transportation –

Many high school students cited the lack of a public transportation system prevented them from getting to services, such as the library or to work (if jobs were available). The high school students also stated that more of the roads in the area need to be paved, citing safety as major reason, particularly when the snow got packed down during the winter months. Residential road maintenance in general is lacking.

Jobs/Job Training/Business Development –

The high school students cited the need for jobs as critical. The majority of students indicated they would work if the opportunity was there. They want more businesses in their community. Additionally, the students were interested in entrepreneurial classes so they could start their own businesses. It was cited that a vocational school would be beneficial for those choosing not to go to college.

Parental Involvement –

Many residents work in neighboring communities, which translates into parents leaving early to commute to work and then getting home late in the evenings. This reality leaves many youth without proper supervision. The out-of-town employment issue has been cited as one reason parents have difficulty participating in their children's school and extracurricular activities.

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Drugs –

The high school students identified that drug use was rampant or on the increase in Silver Springs, primarily because of the lack of positive things for them to do. They also indicated that drugs are easy to obtain.

Image/Community Pride –

The high school students stated an awareness of having a poor image by students in other schools. They stated that they are called “tweakers” (meth users) when they go into other communities to play sports, etc. The high school students also said that in general there is little community pride or community involvement in Silver Springs. They expressed a desire for positive role models and help with family issues. These students want their community to support them, their schools, and their sports teams.

Recommendations:

The community leaders (educators, law enforcement, county officials, business community, senior citizens, social services, religious leaders, students, etc.) should form a task force to address youth issues. This task force should develop a work plan with goals and objectives for meeting the identified issues. Regular meetings should be held in order to measure progress and whether bench marks are being met. This committee should identify whether any of the identified issues could be added to or implemented by other existing programs. Surveys should be developed to gather information about persons in the community who could contribute their valuable skills and time on solving the youth issues. The survey inventory would be used to connect individuals to others in the community who share their concerns, as well as to build their own capacities.

Youth Facility –Identify if there any existing facilities that could be used for a multi-purpose youth center.

Jobs/Entrepreneurship – If there were more job opportunities in the area, it would help address several of the youth issues. Parents wouldn’t have to leave their community for work and enable them to spend more time with their children and be more involved in youth activities. Youth would have the opportunity of earning an income, as well as the self worth that goes along with having earned it. This would immensely help with the family budget and overall quality of life. Programs that could be implemented specifically for youth are:

- Youth NxLevel, through the UNR Small Business Development Center
- Financial Literacy Programs through area banks
- Job Corps
- Junior Achievement
- Mentoring
- Youth Leadership Program, which would allow students to take on a local project; to sit on various boards (i.e., County Commission), etc.

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Transportation – Work with the County to find out how a public transportation system could be established and maintained in the Silver Springs/Stagecoach area. Additionally work with the County for help in fixing and maintaining the residential roads. Find out if the Nevada Department of Transportation (NDOT) or other counties have any materials that could be donated to improve the condition of the residential roads in Silver Springs and Stagecoach.

Drugs – County officials, law enforcement, teachers, parents, teens, religious leaders, need to develop an aggressive program to deal with the youth drug issues. Ask State agencies and other communities how they are resolving this issue and adopt a similar program. Be engaged.

Image/Community Pride – This is an issue that doesn't cost a lot of money, but is something that can be worked on timely and effectively. If one doesn't already exist, start a community-wide clean-up program. Donate trash bags and brightly-colored vests. Take before and after pictures. Have a celebration at the end, such as a hamburger/hot dog barbecue. This could also be done through a free period at the high school, for the areas around the campus.

Work with the County to contact the NDOT and Nevada Division of Forestry to determine if they have entryway beautification programs and how you can apply. Also determine from NDOT where an entryway sign could be located. Stage an art contest for a community entryway sign and pay a local artist to develop it.

Develop posters/signs touting high school sporting events. Inform the community that these are our children...let's show our support by attending their games and cheering them on.

Resources:

The Community Development Block Grant (CDBG) Program may be able to assist with a Public Facilities grant for a youth center. Contact Maureen Williss, Yerington, (775) 463-6531 or Des Craig, Carson City, (775) 687-9918.

USDA Rural Development loan may be leveraged with a CDBG grant for a youth center. Contact Kay Vernatter, Carson City, (775) 887-1222.

The CDBG Program may be able to assist with a Community Services grant to start a youth at-risk program to address the drug problem, enable a mentoring program, and perhaps fund the start-up of a youth entrepreneurship program. Contact Maureen Williss, Yerington, (775) 463-6531 or Des Craig, Carson City, (775) 687-9918.

Rural Nevada Development Corporation could fund small business loans. Contact Mary Kerner, Ely, (775) 289-8519 or toll free at (866) 404-5204.

US Small Business Administration could assist with business guarantees or advocacy. Contact David Leonard, Reno, (775)827-4923.

USDA Rural Development Business and Industry Guaranteed Loan Program could assist with business backing. Contact Herb Shedd, Carson City, (775) 887-1222.

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Nevada Department of Transportation Enhancement Program may be able to help with an entryway beautification program (This particular grant is for two years out and applications would be due 7/10). Contact Leif Anderson (775) 888-7121. Another Landscape Architecture Program that could assist (perhaps sooner than two years) contact Lucy Joyce (775) 7537; and a third annual program contact Sandy Stanio (775) 888-7122.

Nevada Division of Forestry Urban and Community Grant Program, Contact Susan Stead (775) 684-2506

UNR Small Business Development Center could assist with a NxLevel Youth business planning program; contact Kathy Carrico at (775) 784-1717.

Local Bank, such as Wells Fargo, to assist with Financial Literacy

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Theme: Youth – Carl Dahlen

Issues:

- Great Schools and Teachers
- Need for youth services
- Drugs/Alcohol/Teen Pregnancy
- Lack of Parental Involvement
- Youth Center
- Jobs for Youth
- Lower Cost Youth Activities
 - Non-Sports
 - 4-H
- Youth Sports Program

“The schools in Silver Springs and Stagecoach are the biggest assets in this community because there are a lot of teachers, principals and school staff who go the extra mile.” “For a school to be a Distinguished, Title 1 School is almost an oxymoron. (A “*distinguished school*” is one that has a high level of academic achievement and a “*Title 1*” School has a large number of low-income students measured by the number of free or reduced lunches served.) To have these kids get the education they’re getting is totally admirable.” These quotes relating to the three schools in Silver Springs and Stagecoach say a lot about opportunities for the youth of these two communities. However even with the strength of K-12 education, there continue to be problems that need to be addressed. “We are losing our youth to pregnancy, drugs, and drinking...I really don’t see enough people caring about kids,” was another comment heard by the Resource Team. Issues such as poverty, single parent households or households with two working parents create situations where young people have limited supervised activities once they leave school. These conditions also lead to a lack of parental involvement in their kid’s lives as parents are busy trying to earn a living for their families. Though there is a Boys and Girls Club as an afterschool program, it has no separate facility where students can go for supervised activities. Also there are limited recreational facilities that could serve as locations for young people to make more productive uses of their free time. In addition the weakened economy has adults filling jobs that are more traditionally available to youth. When the Resource Team asked High School Students who had a job, only one hand went up from a group of about 35 kids. When asked how many would like a job, more than 80% raised their hands. Young people are leaving the communities as a result of lack of employment opportunities and because there are no higher education opportunities locally.

Recommendations:

Both communities, Silver Springs and Stagecoach need to continue to support their schools in order to demonstrate their support for their students. This support may be in the form of active participation in school groups like a Parent Teacher Organization, helping out with fund raising activities, or volunteering in a class room setting. Or the support may be as simple as showing up for local football or basketball games and cheering for the Home Team. Young people need to see that adults in their community other than their parents are supporting their efforts. One of

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the High School students said, “Lovelock supports their school and their teams. We don't have that and we have a bad image; it isn't fair.” From an educational perspective, the communities need to look beyond High School for opportunities for their young people. Some participants in the listening sessions called for more vocational-technical training for students to better prepare them for today's workforce. Also, some people would like to see college opportunities available locally. One thought that was presented was to turn the vacant Women's Conservation Camp into a vocational-technical training center. This facility could potentially be a satellite campus for Western Nevada College as well. Even though current budgets may not be able to fund this opportunity, the College, the School District and the County should work together to secure use of the facility so that when funding becomes available, the site would be under the control of local authorities.

In regard to activities for young people out side of school, the communities need to work together to establish programs to provide productive, supervised opportunities. The communities should help the Boys and Girls Club secure a location for their programs. The communities should explore ways to cooperate in building recreational facilities such as parks, ball fields, a swimming pool, sports complexes, a youth center, etc. to provide places where kids can go to have safe, secure fun. By working cooperatively between the communities, planning and development costs can be shared and each community can obtain the facilities that best meet local needs. As facilities are built, programs can be developed that may include more organized activities like AYSO Soccer, Pop Warner Football, or Little League Baseball. These structured programs would not only provide activities for local kids, they will also improve the quality of school sports programs by helping to train young athletes. Another avenue for youth activities is the expansion of University of Nevada Cooperative Extension's 4-H programs in both Silver Springs and Stagecoach. In fact, a new 4-H club was proposed at one of the listening sessions and the person was referred to Lyon County Cooperative Extension to help establish the new club. Additionally, local churches should be encouraged to develop and enhance their youth programs to provide services to a greater number of kids so they can find positive outlets for their energy. Churches can also increase services for youth to help reduce teen pregnancy, drug problems and alcohol abuse. Another source for help with these problems is the Healthy Communities' Coalition that is already operating in Silver Springs.

One of the ways to address the issue of lack of jobs for young people would be for community leaders to contact Job Opportunities in Nevada (JOIN). JOIN operates programs that include summer youth employment as well as job training and placement. Another possibility would be to help young people find volunteer activities in which they can learn job skills. Such activities will provide valuable experience and make them better prepared to enter the workforce when the job market improves.

Resources:

Silver Springs/Stagecoach Schools: www.lyon.k12.nv.us/html/silver_springs_area/

Western Nevada College Foundation: www.wnc.edu/foundation/

AYSO Soccer: www.area2f.org/



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Pop Warner Football: www.popwarner.com/admin/nevada.asp

Little League Baseball: www.eteamz.com/llbwest/teams/

Nevada 4-H: www.unce.unr.edu/4H/

Healthy Communities Coalition of Lyon & Storey Counties: <http://67.199.57.214/Home.shtml>

Job Opportunities in Nevada: www.join.org

Priority Setting Results **Silver Springs**

A Town Hall Meeting took place Thursday, June 10, 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 six themes identified from the comments they heard through the Listening Sessions. Community representatives attending the meeting determined the priority for the six themes to be:

- Business Development
- Image
- Youth
- Community Engagement
- Infrastructure
- Public Facilities

Those present recognized that these themes were overlapping in the issues they represented. Community representatives determined to work on the top three themes, Business Development, Image, and Youth.

Major Themes **Stagecoach**

Basic Services

- Youth
 - Activities
 - Schools
 - Drugs
 - Jobs
- Community Center
- Senior Center
- Post Office
- New Fire Station
- Public Transportation
- Roads
- Medical Care
- Recycling Center

Economic Health

- Better access to Jobs
 - USA Parkway
 - Closer to home
- Home Based Businesses
- Local market/Gas Station/Services

Identity

- Engagement
- Information Sharing
 - Website
 - Logo
 - Resource Guide
- Clean Up
- Planning
- Not Silver Springs
 - Post Office

Preserve Rural Character

- Help Each Other out
- Outdoor activities
- Star Gazing
- ATV's
- Horses
- 1 acre per household
- Equestrian Center

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Theme: Basic Services – Des Craig

Issues:

The Community Assessment Resource team held two listening sessions in Stagecoach on April 13, 2010. Both sessions were well attended and the residents who met with the Resource Team were very welcoming and responsive. Thank you.

When the Resource Team members reflected on what they heard at the two listening sessions, they noticed repeated references to the need for road improvements, additional public facilities, and public services for the residents of Stagecoach. Examples of some of these basic services are provided below:

Infrastructure: roads – repairs, paving, additional drainage, dust control, natural gas reticulation

Public Facilities: community center, senior center, youth center, Post Office, recycling center, new fire station, swimming pool

Public services: public transportation, better medical care, drug counseling

Some recommendations on how these issues might be tackled are provided below.

Recommendations:

Community Master Planning is a necessary and vital tool to ensure orderly, cost efficient growth. Such plans look at all present and future infrastructure and public facility needs, rank them in terms of priority, make suggestions on implementation, and should reflect how the community feels the area should grow over the next 10-20 years. The need for detailed, frequently up-dated infrastructure planning cannot be overemphasized. Has a Master Plan for the development and growth of Stagecoach been prepared? Is it up to date? This is an area that needs some attention before rushing into designing and implementing actual infrastructure and public facility projects.

Paving roads, installing curbs, gutters and sidewalks, and drainage schemes are expensive projects and yet can lead to considerable community enhancement and appeal. There are several grant and loan programs available to assist rural communities enhance their infrastructure (see resources section below). Given a list of priority infrastructure projects, residents could be tasked with researching and identifying available funds to carry out the needed infrastructure improvements. Money is available from a variety of public and private sources. While some of the available funds may have to come through the County, the residents of Stagecoach should not wait for, or solely depend on, the County to provide the necessary resources for infrastructure development.

Given the fact that the residents of Stagecoach are not too widely distributed, it may be worthwhile thinking of a single community/recreational complex that would serve the wider, general community and specifically seniors and the youth. Combining a general purpose community center with a section for the senior population, plus facilities specifically for the

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youth, would be a cost effective way of providing recreation and meeting facilities for the entire community. It was suggested that if a new fire station could be constructed, then the existing fire house, adjacent to the present community center, could be turned into a dedicated senior center. This is an excellent idea and if implemented, it would seem logical to add facilities for the youth at the same complex.

Very often smaller rural communities will combine facilities like this, and the power and synergy that can be developed from having youth and seniors interact should not be overlooked.

While there were many references in the listening sessions to the need for Stagecoach to have its own Post Office, in all reality this is unlikely to happen given the cutbacks that are taking place in the US Postal Service. Many people in Stagecoach and beyond want to pay less in taxes, and want less government in their lives. However, it must be realized that budget cuts always mean reductions in government services, and the less critical services are always the first to go. While it may be possible to lobby for and obtain a Stagecoach zip code, and while it may be possible to use Stagecoach in the local addresses, a dedicated Post Office in Stagecoach is probably unrealistic and mail is likely to be processed through Silver Springs for the foreseeable future. The possibility of a 'sub' Post Office housed in an existing building or business might be worth exploring but a new, purpose-built Post Office is unlikely for Stagecoach.

The residents in Stagecoach also called for improved public transportation. There are examples of successful, local transportation systems in northern Nevada that should be investigated, for example, JAC in Carson City and Blue Go in Douglas. Judging from the traffic on Highway 50 to and from Carson City on weekdays, and assuming enough travelers would opt for a reliable public transportation service, a public transportation operation should be successful. As a first step, a feasibility study should be done by a professional transportation consultant. Raising finance today is difficult but the actual development of a public transportation system should probably involve a mix of public and private finance and management. One advantage of a public transportation system on Hwy 50 is that it would not only serve Stagecoach but also Silver Springs, Dayton and Mound House, as well as Carson City.

It might be worthwhile to think about setting up community action groups around the various infrastructure areas that need attention, e.g. a roads and traffic group, a drainage and flood mitigation group, a public transportation group etc. Each group, which should involve the students, would be responsible for identifying projects, initiating research, looking into funding sources, lobbying local government etc.

Despite the call by some residents for independence and separation from Silver Springs, many of the issues referred to by Stagecoach residents are also issues in Silver Springs. It would therefore make sense and probably increase the funding opportunities, if there was more collaboration and joint planning with Silver Springs and the County on these issues. Improved and better-maintained roads, a new fire station, better public transportation, better medical care, drug counseling and a recycling center are areas that would benefit greatly from a regional approach, collaboration and cooperation with the residents in Silver Springs, the County staff and elected officials.

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Resources:

The Nevada Association of Counties may have resources and be able to assist regarding community planning. Contact Jeff Fontaine, Carson City. Tel 1-775-883-7863

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

State and Small Cities CDBG Program: for assistance with infrastructural planning and projects, Contact Des Craig, Carson City. Tel. 1-775-687-9918

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

Western Nevada Development District (Roads, Sidewalks, Curbs, Gutters, Water, Wastewater, Solid Waste, Rail) Contact Ron Radil Tel. 775-883-4413

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

South Tahoe Area Transit Authority (Blue GO): Contact John Andoh, Transit Administrator, 128 Market Street, Suite 3-F, Stateline, NV, 89449. Phone: 775-589-5284, jandoh@trpa.org & www.bluego.org

Jolene Supp, Manager, City of Wells, Nevada on (1) improving health care in a small rural town, and (2) planning and implementing a new public swimming pool project. Telephone: 775-752-3120. E-mail: wellscitymanager@wrecwireless.coop

Bob Schreihans, President, Central Lyon County Fire Protection District, 231 Corral Dr., Dayton, NV 89403 Tel. 775-246-6209, on progress with the plans to build a new fire house in Stagecoach

Glenn Trust, Manager, Carlin, Nevada on developing and managing a small town senior center. Telephone: 775-754-6354. E-mail: gtrust@cityofcarlin.com

Sierra Circle Consulting – for facilitating consensus and collaboration Contact Patricia R. Tuecke, Reno Tel 1-775-333-6998 www.sierracircle.com

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Themes: Basic Services – Michael Guss

I found Stagecoach to be a wonderful community full of citizens that loved, and wanted to protect, Stagecoach's rural atmosphere.

A consistent theme we heard throughout our listening sessions was the lack of basic services—specifically the lack of a post office, adequate medical care, and a full-time fire station.

Issues:

- Youth
 - Activities
 - Schools
 - Drugs
 - Jobs
- Community Center
- Senior Center
- Post Office
- New Fire Station
- Public Transportation
- Roads
- Medical Care

Residents were concerned with the lack of postal services in Stagecoach.

Residents did not like being forced to drive to Dayton on weekdays, or Silver Springs on Saturdays, in order to purchase postage or mail packages.

Residents were also concerned about the fact that the new driver's licenses from the Nevada Department of Motor Vehicles list Silver Springs, and not Stagecoach, as the City of residence.

Residents were concerned about the lack of public transportation to Carson City, Fernley, and Reno.

Residents expressed worries that there were no job opportunities for youth, which led to drug problems. People also were concerned about a lack of non-sports related activities for teens. However, there was universal praise for the quality of the high school, its administration, and its teachers.

Residents expressed strong support for the establishment of a 24-7 firehouse in Stagecoach, which could also include the construction of a new firehouse.

People also did not like the fact that they had to drive to Silver Springs, Carson City, or Reno to access medical care. Many residents said that this presents a challenge for elderly residents of Stagecoach.

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Residents supported the construction of a new senior center because the drive to Silver Springs was prohibitive for many seniors, especially in the evening.

Residents expressed concerns about the unpaved roads in town becoming difficult to navigate after snowfalls. Many residents supported the paving of roads.

Recommendations:

It may not be feasible to obtain a Post Office in Stagecoach. The Postal Service is cutting service, and likely does not have adequate resources to fund expansions. Currently, the Postal Service suffers from a \$238 billion deficit.²⁵ To address its deficit, postal service is considering the closure of post offices,²⁶ as well as eliminating Saturday delivery.²⁷ However, there is a chance that the problems that underlie the lack of a Post Office can be addressed with alternative actions.

Automated Postal Centers are machines where customers can weigh and ship packages, purchase stamps, signature confirmation, insurance certified, and return receipts.²⁸ As the postal service changes its operations to fit with the needs of the 21st Century, it may consider placing automated postal centers in retail establishments. While this would not address the driver's license issue, it would address the need to be able to mail packages and purchase postage at a more convenient location.

The Postal Service allocates zip codes via a population formula. The name attached to the zip code is the town or city of largest population within the zip code. For the foreseeable future, Nevada Driver's Licenses will list Silver Springs as the town of residence for Stagecoach drivers.

Many residents expressed the desire to see public transportation between Stagecoach, Carson City, and Reno. In the 1998, the Transportation Equity Act (TEA) for the 21st Century allocated \$1.8 billion for rural public transportation projects.²⁹ Only 60 percent of rural counties have rural transportation systems, and just one fourth of those allow public transit riders to travel across county lines.³⁰ Lyon County has a medical transportation service, which provides door to door transportation for citizens older than 60.³¹ This service is valuable, and increased awareness

²⁵ Cnn. "USPS One Step Closer to Ending Saturday Delivery" March 29, 2010 Accessed April 30, 2010 on-line at: http://money.cnn.com/2010/03/29/news/economy/USPS_Saturday_mail/index.htm

²⁶ Associated Press "Post Office Mulls Closing Thousands of Offices." August 3, 2009. Accessed on-line at: <http://www.msnbc.msn.com/id/32273314/> on April 30, 2010

²⁷ Voice of America "Postal Service Considers Ending Saturday Delivery." April 13, 2010. Accessed April 30, 2010 on-line at: <http://www1.voanews.com/english/news/american-life/US-Postal-Service-Considers-Dropping-Saturday-Delivery--90789189.html>

²⁸ United States Postal Service Office of the Inspector General "Self-Service Mail Technologies" *Pushing the Envelope Blog* Accessed on-line at: <http://blog.uspsoig.gov/?p=207> on April 29, 2010

²⁹ Brown, Dennis M. "Public Transportation on the Move in Rural America." United States Department of Agriculture, Economic Research Service Washington D.C.: 2002.

³⁰ Id.

³¹ Lyon County Nevada: <http://www.lyon-county.org/index.aspx?NID=184>

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of it may mitigate the transportation problems of seniors with medical problems. But the service requires 48 hours advanced notice, which can be inconvenient in the case of an emergency.

Further, many Stagecoach residents who commuted to Carson City or Reno expressed a desire to ride public transit. In the 1990s, Lyon County obtained buses through a federal grant. However, operating assistance was scarce, and the revenues from ridership could not sustain the system, which ceased to provide service to the Silver Springs and Stagecoach areas. Current United States Code allows the Secretary of Agriculture the discretion to offer operating-expense grants to rural counties.³²

Many residents strongly supported the establishment of a 24-7 firehouse in Stagecoach. Some people complained of long response times to emergency calls in Stagecoach. These residents felt that a 24-7 firehouse in Stagecoach would reduce response times. Many residents also felt that a new firehouse needed to be constructed to accommodate this change.

In previous fiscal years, the United States Department of Homeland Security has provided local fire departments with grants to assist in the construction of fire stations.³³ The current funding window for these grants has closed. Stagecoach residents should keep an eye on this program to see if federal funding could be leveraged for the construction of a firehouse

However, even if Stagecoach is successful in constructing a new firehouse, the expense of staffing, operating, and maintenance costs may be prohibitive. In the Eastern part of the United States, many small rural communities privately fund 24-7 volunteer firefighting services. Volunteers get practical vocational training, and the community gets the protection of a close-by firehouse. .

These 24-7 Volunteer Fire Departments are usually funded privately through a mix of donations, bake sales, bingo, tip jar gaming, and carnivals. If a 24-7 firehouse is established, I would strongly recommend that it be funded through a similar mix of private funding sources.

There was universal praise for the school system in Stagecoach and Silver Springs. This is a credit to the Lyon County School District, the Silver Stage school administration, the teachers at the schools, and the students and parents who make up the community. We left knowing that the school system prepared students for the world of work.

Unfortunately, jobs are scarce. Only one out of the 50 students we met with said they had a part-time job, even though the vast majority would like to work after school. Part of this relates to the lack of service industries in the Stagecoach and Silver Springs areas—a grocery store, a pharmacy, and even a bank would create the type of service sector jobs that are likely to be held by young workers in their first jobs.

³² United States Code Title 49 Subchapter 3 Section 5311 (B)(2). Accessed at: http://www.law.cornell.edu/uscode/49/usc_sec_49_00005311----000-.html

³³ United States Department of Homeland Security “Assistance to Firefighters Station Construction Grants.” <http://www.firegrantsupport.com/content/html/scg/default.aspx>

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But many teens—especially those who live in Stagecoach—could commute to Dayton. Unfortunately, with Lyon County’s unemployment rate nearing 20%, these teens are competing with out-of-work adults for entry-level, minimum-wage jobs. Employers are likely to hire a person with a long track record of successful employment rather than a person seeking their first job. This freezes many younger residents out of the economy, and substantially contributes to out-migration.

A way to grow the economy in Stagecoach and Silver Springs while ensuring that teens get the practical, real-world experience they need to become independent adults could be the adoption of a young entrepreneur program. Young entrepreneur programs teach teens the real-world skills of developing a business plan, creating partnerships, working on a team, and other skills that are crucial to success in the business world. This training could be, in many ways, a preferable substitute to the typical teen jobs of working in the service industry.

We heard that the lack of jobs has led to an undercurrent of a drug problem among a few youth. Many rural areas suffer from drug problems that are made worse by isolation and remoteness. Additionally, rural areas have a vast supply of a key ingredient—Anhydrous Ammonia.³⁴ The availability of ingredients combined with the isolation provided by the broad spaces is attractive to Meth producers. These producers then find a market for their product in bored teens.

The community can fight this unwanted, criminal behavior by working to institute a Meth Watch Program.³⁵ Meth Watch, a program which originates in the State of Kansas, is a partnership between law enforcement agencies, health departments, nonprofit organizations, and private businesses.³⁶ The main facet of Meth Watch is that retailers agree to keep potential Meth ingredients in a location where the quantities purchased can be monitored, and to report purchases, or the loss, of large quantities of potential ingredients to local law enforcement officials.³⁷

Beyond targeting criminal Meth dealers, the community could reduce the market for illicit drugs by providing non-sports themed activities to youth. Some people are not interested in sports. They may prefer to read, draw or paint, write, work on a farm, ride horses, or a myriad of other recreational activities. Residents said that all of these activities are readily available in the Silver Springs and Stagecoach areas. Youth may benefit from more structure extracurricular activities. This could be done through the formation of school-based clubs, or perhaps through partnerships with existing nonprofit organizations in the Silver Springs and Stagecoach areas.

We also heard that many seniors in the Stagecoach area would like to see the construction of a new senior center. The seniors appreciate the quality services provided by the senior center in Silver Springs, but many feel that the distance between Stagecoach and Silver Springs prevented

³⁴ Rural Assistance Center “Methamphetamine Frequently Asked Questions.” Accessed May 11, 2010 on-line at: http://www.raconline.org/info_guides/meth/methfaq.php

³⁵ Id.

³⁶ “Meth Watch: Looking Out for Our Communities” Accessed May 11, 2010 on-line at: http://www.methwatch.com/Meth_Watch_Program/what_is_meth_watch_index.aspx

³⁷ ID.

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utilization of the Silver Springs Senior Center. One resident stated that many seniors cannot drive at night, and were therefore excluded from evening programming at the Silver Springs Senior Center.

While many Stagecoach residents loved the isolation of the community—the fact that there was “one family per acre” was widely praised at our listening sessions—many residents also desired a stronger sense of community. Residents would like to have a gathering place for community events.

The dual needs of a Senior Center and a Community Center could be merged. Nelson, Nebraska built a dual purpose Community Center that provides programming for seniors and a 24 hour fitness center for the community.³⁸ Nelson funded the project with a \$72,000 loan from USDA Rural Development, a grant of \$80,920 from USDA Rural Development, and \$19,227 in local funding.³⁹ Stagecoach is not an incorporated area, and therefore this approach may not be feasible in Stagecoach.

Government funding cannot always be the solution to community problems. As the “Amazing Mazie” video shows, sometimes it takes a champion for a project to succeed. There are private resources that can provide some help to community projects. However, these organizations can only provide modest amounts--\$10,000 to \$25,000—that while very valuable, probably will not be enough to construct a community center.

Stagecoach residents should give serious consideration as to whether they would like a portion of a new community center to be dedicated to medical use. Many residents complained about being forced to travel to Carson City or Reno for medical appointments.

Stagecoach does not have the population to support a variety of medical specialists. However, medical technology is rapidly changing. Telemedicine—where a doctor can see a patient over a video uplink—may increase rural residents’ access to medical care.⁴⁰ The United States Government is promoting the adoption of telemedicine through Rural Utilities Services’ Distance Learning and Telemedicine Grant Program.⁴¹

The grant deadline will have passed by the time that this report is finished. However, if this grant, or a similar grant, is ever offered in the future, it could provide Stagecoach residents with access to adequate medical care. In the interim, Stagecoach residents should consider contacting medical centers in Reno to gauge their interest in providing telemedicine services to rural Nevada.

³⁸ “Nelson Community Center Fulfills Need in Rural Area.” United States Department of Agriculture, Rural Development, Nebraska Office 2009 Accessed May 11, 2010 at:
<http://www.rurdev.usda.gov/rd/stories/nebraska/SStoryNelsonCommtyCtrElkCreekNonprofit.pdf>

³⁹ Id.

⁴⁰ American Telemedicine Association “Telemedicine Defined.” Accessed May 11, 2010 on-line at:
<http://www.americantelemed.org/i4a/pages/index.cfm?pageid=3333>

⁴¹ United States Department of Agriculture, Rural Utilities Service “Distance Learning and Telemedicine Grant Program Grant Application Guide, FY 2010.” Accessed May 11, 2010 on-line at:
<http://www.usda.gov/rus/telecom/dlt/2010/2010-dlt-app-guide-final-3-18-2010.pdf>

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Many residents also expressed concerns over the fact that some roads were difficult to pass in the winter after snow melts. Several residents expressed support for paving the dirt side streets of Stagecoach. Residents specifically complained about ruts forming in dirt roads, and excessive pot holes.

Asphalt paving may be prohibitively expensive. Paving a two to four inch thick road can be as much as \$400,000 per mile.⁴² A gravel road could address the problems with potholes and ruts at a fraction of the cost, and should be considered by residents of Stagecoach as a way to solve their road paving problems.

A potential source of funding for infrastructure improvements could be the Community Development Block Grant Program. However, this program must serve Low and Moderate Income Communities. Additionally, applications which leverage a large amount of local funding are given preference under this program.

Resources:

Automated Postal Centers: <http://www.usps.com/alternateaccess/selfserve.htm>

Section 5311 Bus Grants: http://www.fta.dot.gov/funding/grants/grants_financing_3555.html

Volunteer Fire Departments: <http://www.volunteerfd.org/topics/>

Young Entrepreneurs: <http://www.score.org/young.html>
<http://www.nsbdc.org/>
<http://www.nnda.org>
<http://www.silverspringsnevada.com>

Meth Watch: http://www.methwatch.com/How_Meth_Watch_Works/Works_index.aspx

Community/Senior Center: <http://www.wnnd.org>
<http://www.rurdev.usda.gov/nv/>

Telemedicine: <http://www.usda.gov/rus/telecom/dlt/dlt.htm>
<http://www.renown.org/>
<http://www.saintmarysreno.org/index.htm>

Roads: <http://www.expand2nevada.com/CDBG.html>
<http://www.hud.gov/offices/cpd/communitydevelopment/library/stateguide>

⁴² Travis County Texas, Department of Transportation “Road Treatment Types” Accessed May 11, 2010 on-line at: http://www.co.travis.tx.us/tnr/roads/Rd_treatments.asp

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Theme: Basic Services – Shelley Hartmann

Issues:

The community turned out and very graciously discussed their concerns

- Lack of paved roads
- Lack of retail
- Lack of youth oriented employment and things to do
- Transportation
- Community clean up
- Infrastructure

Recommendations:

Getting involved in a county planning process to identify the goals and objectives of the community will help. The economic times mean that it may be a longer wait for paved roads.

The community would like their gas station/minimarket back and that would provide some limited employment. They also identified a ‘large’ community of home based business which could be organized and potentially create a mail room job if products are being manufactured. There are opportunities to explore with a coop type of organization so that the various home based businesses can share the expenses of a bookkeeper, legal advisor, shipping clerk, advertising, catalog development, market development and business directory on line.

The community needs its own website, and perhaps something like Chamber Nation where everyone can have sub-sites would help. There were difficulties related to what the county can allow an unincorporated city.

The people that choose the lifestyle of Silver Springs are not interested in being a city, but they are interested in basic things like good roads, water and sewer while hanging onto what they love, riding horses, live and let live type of atmosphere.

Resources:

Chamber Nation community organization software: <http://www.chambarnation.com/>

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Theme: Economic Health – Des Craig

Issues:

Those who attended the two listening sessions in Stagecoach on April 13, 2010, expressed concern at the economic health of the area. Jobs are scarce, the unemployment rate is at 19%, and retail services are limited, for example, the local market/gas station is presently closed.

Residents called for more jobs, preferably near to Stagecoach, and for additional businesses to set up in their area. In order for the community to grow and develop, residents seemed to recognize and accept the fact that more businesses, and more people stopping and shopping in those businesses, would be needed. While some felt that investment in light industry might be possible, this suggestion was not universally accepted.

Attention was drawn to the fact that there are several successful home businesses in Stagecoach, but not enough was being done to promote and develop such entrepreneurship.

Recommendations:

There appears to be a need to develop a strategic plan for economic growth and development. Preparation of such a document would involve considerable community involvement and would identify the barriers and challenges to growth and development. It would set development goals and objectives for the community, and would recommend a number of initiatives or actions that would lead to the preferred type and scale of growth and development. We would suggest such a study should be done by an external professional adviser, highly experienced in strategic planning for growth, and community facilitation.

During the course of the Community Assessment, several comments were made concerning the lack of small businesses in town and the need for small business development. Entrepreneurial/small business development can help rejuvenate a small rural community but an appropriate enabling environment is essential. The plan referred to above would provide guidelines on how to develop an entrepreneurial environment in Stagecoach. The study might include a gap analysis and leakage study to identify underserved areas of the local economy. This would involve looking at the strengths and weaknesses in the economy, and the demographics of the community and would ultimately show those areas where businesses might do well. Some attendees at the listening sessions recommended exploring tourism, alternative energy projects (wind, solar), light industry, an RV park, motel and equestrian center for the Stagecoach area. Others wanted to see more retail activities, maybe even the development of a small strip mall. All of these are possible and should be explored in more detail in the strategic plan for business development.

Small business development often starts from within a community and the listening sessions revealed that there already are a number of home-based businesses in Stagecoach. It would be useful to conduct a simple survey of the home-based businesses to determine how many exist, what are their needs and how to meet those needs. It might be possible to set up a local association of home-based businesses and through that group, organize the above study/plan,

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provide for entrepreneurial training, ongoing support for local entrepreneurs and encouragement for new and aspiring entrepreneurs. Training and support could also be sought from outside resources such as the Nevada Small Business Development Center (SBDC) NxLevel course, the Commission on Economic Development which provides seminars for small business owners interested in moving into government contracting, and the Northern Nevada Development Authority.

Once the right enabling environment for small business development is in place, which might involve various incentives peculiar to Stagecoach, a widespread marketing plan would help in attracting entrepreneurs, investors, new residents and visitors to the community. Every community has its strengths and weaknesses. The latter should be mitigated while the former need to be publicized and spread abroad. If a community is uncertain as to its future look and feel, if there is not a common purpose and vision, any effort to promote the community will probably fail. Once there is common purpose and a focus on the future, a good marketing plan is essential. Again, this is something that should probably be crafted and put in place by external professionals with no personal agenda. It would cost money to design and implement but its effectiveness would be measurable and easy to determine.

The marketing plan could be promoted outside the community by various economic development organizations, realtor groups etc. This may involve the development of a special website for Stagecoach and extensive use of social network marketing.

Resources:

Small Business Development Center, UNR – for assistance with small business training and advice, Contact Winnie Dowling, Reno Tel 1-775-327-2334 www.nsbdc.org

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

Rob Hooper, Executive Director, Northern Nevada Development Authority, 704 West Nye Lane, Carson City, NV 89703 Tel. 775-883-4413; rhooper@nnda.org

Des Craig, Rural Community Development, Nevada Commission on Economic Development, 808 West Nye Lane, Carson City, Nevada. Tel. 687-9918

Kathy Agee, Deputy Director, Procurement Outreach Program, Nevada Commission on Economic Development, 808 West Nye Lane, Carson City, Nevada. Tel. 687-9900

Audrey Allan, Western Region Manager, Rural Nevada Development Corporation, 704 West Nye Lane, Carson City, NV 89703 Tel. 775-883-0494; audrey@rndcnv.org

Deborah Prout, Nevada MicroEnterprise Initiative, 113 W. Plumb Lane, Reno, NV 89509 Tel. 775-324-1812; dprout@4microbiz.org

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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 (for business counseling)

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

USDA – Rural Development – for business loans and grants and advice on business development
Contact Herb Shedd, Carson City Tel 1-887-1222

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

Heartland Center for Leadership Development - for assistance in small rural community revitalization, including the Hometown Competitiveness Program, Contact Milan Wall, Lincoln, Nebraska Tel 1- 402-474-7667 www.heartlandcenter.info

Sirolli Institute - for assistance in small rural community revitalization through small business development and enterprise facilitation www.sirolliinstitute.com

McQuinn Center for Entrepreneurial Leadership, [University of Missouri](http://www.missouri.edu) – for information on resources available for entrepreneurship development <http://mcquinn.missouri.edu/>

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Theme: Economic Health – Shelley Hartmann

Issues:

- JOBS
- Retail development
- Community

The community was in no way interested in industrial development however really would like to see some retail development. They do want USA Parkway developed and job opportunity in Silver Springs that is closer for them to commute and to employ the youth of the community. The unemployment rate is very high and commutes are expensive unless the job is paying enough to make the trip.

Recommendations:

- NNDA participation on a sub committee for the community, even if it is only long enough to make sure a strategic plan is out there that says we want retail but no industrial development.
- NNDA to arrange NxLevel classes
- NNDA to arrange SBDC small business counseling, or participation in Carson City and Dayton small business opportunities.
- Develop Community website to post meetings, clean ups and local on line business directory to identify what businesses exist, what they have and can take advantage of and what they need.

Resources:

Small Business Development Center, UNR – for assistance with small business training and advice; Contact Winnie Dowling, Reno Tel 1-775-327-2334 www.nsbdc.org

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

Rob Hooper, Executive Director, Northern Nevada Development Authority, 704 West Nye Lane, Carson City, NV 89703 Tel. 775-883-4413; rhooper@nnda.org

National Business Coop Association: www.ncba.coop

Chamber Nation: <http://www.chambernation.com/>

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Theme: Identity – Carl Dahlen

Issues:

- Engagement
- Information Sharing
 - Website
 - Logo
 - Resource Guide
- Clean Up
- Planning
- Not Silver Springs
 - Post Office

One of the most persistent comments heard in Stagecoach was, “We are not Silver Springs!” This comment was mostly centered on not having a post office separate from your neighbors to the east. One commenter put it this way, “Biggest challenge is we have no legitimacy, no post office. We are the red headed step child. Most maps don't even mention our community. I Live 15 miles from the post office in Silver Springs.” However at the same time, no one present gave a clear picture of who and what Stagecoach is. Another commenter said, “My initial reaction to everything is what community--I see no community.” There were a couple of reasons given for this lack of identity as a community. One was that most people who work have to commute to their jobs. When a person gets home from work, they don't want to go out again. Another reason is that Stagecoach is a bedroom community where people don't tend to know their neighbors. When answering “What is your major challenge or problem?” one person said, “Isolation, a lot of people who don't work together; they don't know each other. There doesn't seem to be much happening here but yard sales. There are no community oriented activities.” This lack of community also means that people don't know what is going on in Stagecoach. There is no method to share information and as a result people don't become engaged in the activities that might be happening in the area.

Another major problem identified by participants was the need to clean up Stagecoach. Several people commented about abandoned houses, junked cars and generally trash strewn around the community. One person stated bluntly, “Clean up is needed.” One of the realities of life is that when one person doesn't take care of their yard and house, others around them may begin to take a lackadaisical attitude toward their property as well. Soon whole groups of houses look like they are abandoned.

Recommendations:

The challenge becomes how to get people to care, how to get them involved in their community. One way that was suggested was to set up a community website where events and activities could be posted so everyone can find out what is happening in the area. The website could also contain a blog where people could post their ideas and concerns. Concern was expressed that such a site not be setup by someone from outside the community. Rather it needed to be run by a local resident who knows Stagecoach and cares about the community. One place to look for the expertise to setup and operate the website is through Silver Stage High School. Students have a

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grasp of computer technology well beyond some adults. They have been taught the skills necessary to create and maintain such a site. Using students would also give them a reason to care about their community and encourage them to become involved in other activities as well.

Another suggestion made at a listening session was to create a logo for Stagecoach and use it on entry way signs on Stagecoach Hill and Ten Mile Hill so people know when they are entering and leaving the community. The Nevada Department of Transportation has a sign committee that could help with wording and placement for such signs. Other communities like Minden and Gardnerville have entry way signs in place now that could be seen as possible examples.

Also, a “community clean-up” Campaign may help residents to become more interested in what is going on in Stagecoach. The City of Carlin declared one week as a city wide clean-up effort. They arranged for dumpsters and trash bags to be available for residents. They worked with a local salvage yard to haul off junked vehicles, appliances and furniture. They promoted the week-long event in advance and offered volunteers to help clean-up yards for people who were unable to do the work themselves. At the end of the week, they held a community-wide picnic in the park to celebrate all that was accomplished. The City of Wells had a similar effort following their community assessment. Also in Wells, officials began to enforce ordinances requiring people to keep their property clean and neat. When some people complained, officials were able to say, “This is what our residents called for in our Community Assessment.”

To create an identity as a community, residents of Stagecoach need to do things together on a community-wide basis so that they feel like there is a community to belong to. People need to be invited to come out of their houses and meet their neighbors and work toward common goals. A community clean-up may be one way to start getting people together, but there need to be other community gatherings as well. These gatherings may be around specific activities like an ATV rodeo or an equestrian event. Or they may revolve around kids’ events and activities. However, the community should look to establish gatherings that will draw people out of their houses like a picnic or a concert or dance. The Town of Gardnerville has movies in the park once a month over the summer. Minden has concerts in the park as well. Genoa puts on the Candy Dance each year to raise funds for town activities. Events such as these may help overcome the feelings of isolation and build that sense of community identity.

Resources:

Nevada Department of Transportation: www.nevadadot.com

City of Carlin: www.cityofcarlin.com

City of Wells Chamber of Commerce: www.wellsnevad.com

Main Street Gardnerville: www.mainstreetgardnerville.com

Town of Minden: www.townofminden.com

Genoa Candy Dance: www.genoanevada.org/candydancefaire

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Theme: Preserving Rural Character – Michael Guss

I found Stagecoach to be a wonderful community full of citizens that loved, and wanted to protect, Stagecoach’s rural atmosphere.

Issues:

- Help Each Other out
- Outdoor activities
- Star Gazing
- ATV’s
- Horses
- 1 acre per household
- Equestrian Center

Stagecoach residents liked the rural character of the town—where everyone knew each other, and where people are willing to help each other out at a moment’s notice.

Many citizens enjoyed outdoor recreation, such as horseback riding, hiking, star gazing, and ATV riding.

Some residents were concerned about proper training for youth who ride ATVs; however some of these same residents wanted to ensure that the youth could continue to ride on public lands.

Stagecoach is blessed with an abundance of wild horses; some residents were upset by a recent Bureau of Land Management operation which rounded up wild horses.

Residents who rode horses advocated the establishment of an Equestrian Center.

Many residents defined “rural” as one acre per household.

Recommendations:

“Rural Character” means different things to different communities. “Rural Character” can mean agriculture, open spaces, outdoor recreation, wide open skies, bright stars, peace and quiet, solitude, and a small-town sense of community where everyone knows each other, and is willing to help each other. In Stagecoach, “Rural Character” was defined by attendees at our listening sessions as a combination of everything I just mentioned.

Preserving “Rural Character” is a balancing act between providing between protecting a lifestyle that has been lived for generations, and updating infrastructure to allow for the things that are necessary for rural businesses, people, and schools to thrive.⁴³ Stagecoach residents emphasized

⁴³ Washington Department of Community, Trade, and Economic Development, “Keeping the Rural Vision: Protecting Rural Character and Planning for Rural Development,” 1999. P. 1

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the wide open spaces, wild life, and the solitude of one acre per household in describing their rural character.

Stagecoach should consider developing a Master Plan, which can be a useful tool in protecting its “Rural Character” for generations to come. A 2000 report by the New Hampshire Office of Energy and Planning summarized the benefits of framing a Master Plan around “Rural Character:”

“When communities frame master plans around preserving rural character, people are seeking to hold onto and promote traditional rural or small town values of family, community, independence, responsibility, self-government, conservation, entrepreneurship, and strong work ethic in a fast-changing world.”⁴⁴

A Master Plan for Stagecoach could value outdoor recreation, while protecting the one acre per person nature of the town and the wide open night skies that so many residents said they enjoyed.

Residents in Stagecoach love the wild horses that gather in the desert. Residents feel that the horses are a reminder of the not-too-distant frontier past of Nevada. Wild horses are, to the residents of Stagecoach, living and breathing reminders of our heritage as Nevadans.

The federal government owns nearly 90 percent of the land that makes up the state of Nevada.⁴⁵ The Bureau of Land Management manages the wild horse population. A *New York Times* article on the controversy over wild horse round-ups described the unique policies surrounding the management of wild horses:

“Unlike other animals, wild horses cannot legally be hunted or slaughtered, and they have no natural predator. When the area gets overpopulated, food becomes scarce and the horses suffer, said Mr. Abbey, the agency director, who expressed exasperation with some animal rights advocates.

“If it were up to them, we would be allowing wild horses to starve to death, which is no way to honor an American icon,” he said in a telephone interview.

Most of the older animals are moved to distant pastures that provide lots of room and abundant food. The younger horses are put up for adoption, though the government has struggled to find qualified people who want to adopt, particularly in the recession.”⁴⁶

Wild horse advocates contend that round-ups are inhumane to horses and diminish Nevada’s heritage.⁴⁷ According a report by a Las Vegas news station, “The BLM says it has the authority

⁴⁴ State of New Hampshire, Office of Energy and Planning, “Preserving Rural Character” The Agriculture Connection,” 2000 P. 2

⁴⁵ Beck, Glen. “Land Grab By the Federal Government.” FOX News March 10, 2010. Accessed on-line at: <http://www.foxnews.com/story/0,2933,588789,00.html>

⁴⁶ Archibald, Randal, “Debate Grows Over Round Up of Wild Horses in Nevada,” *New York Times*, December 31st, 2009. Accessed May 12, 2010 on-line at: <http://www.nytimes.com/2010/01/01/us/01horses.html>

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to remove the animals under provisions of the Wild Free-Roaming Horse and Burro Act passed by Congress in 1971.”⁴⁸

Stagecoach residents will not be able to resolve this dispute alone. However, Stagecoach residents should express their opinions on Wild Horse Round-Ups to relevant elected officials and federal agencies.

Stagecoach is a town of many horse-lovers, and some residents would like to see the construction of an Equestrian Center to add to the abundant outdoor recreation activities that Stagecoach residents enjoy. Equestrian Centers are generally privately-run and provide a place for people to ride horses, show horses, and keep horses. With the anticipated completion of USA Parkway, Stagecoach may be an ideal location for an Equestrian Center. Stagecoach residents should consider whether an Equestrian Center fits in with what they want the community to be 15 years from now as part of a Master Plan process.

Finally, we heard that many Stagecoach residents wanted to balance the right of youth to ride All Terrain Vehicles (ATVs) and Motorcycles on federal land with safety for riders, and for those who they may cross paths with.

Residents were very concerned about irresponsible use of ATVs and Motorcycles on county roads. Lt. Abel Ortiz of the Lyon County Sheriff’s Office instituted a program that monitors county roads for irresponsible use of ATVs and other off-road vehicles in May.⁴⁹ This program will reduce the number of irresponsible riders in Silver Springs and Stagecoach.

Resources:

National Agricultural Library: http://www.nal.usda.gov/ric/ricpubs/what_is_rural.shtml

Master Planning:

- Nevada Rural Development Council, <http://www.nrdc.org>
- Western Nevada Development District: <http://www.wndd.org>

Wild Horses:

- Barack Obama, President of the United States. 1600 Pennsylvania Ave. Washington, D.C. 20500 (202)-456-1111. <http://www.whitehouse.gov/contact>

⁴⁷ *Voice of America*. “Critics Protest Capture of Wild Horses,” April 13, 2010. Accessed May 12, 2010 on-line at: <http://www1.voanews.com/english/news/usa/Critics-Protest-Capture-of-Wild-Horses-90775569.html>

⁴⁸ Lawrence, Edward. “Advocates Will Fight On for Nevada’s Wild Horses,” *8 News Now*. Accessed May 12, 2010 on-line at: <http://www.8newsnow.com/global/story.asp?s=6007145>

⁴⁹ *Reno Gazette-Journal*. “LCSO to Monitor Roads in Wake ATV Complaints,” May 12, 2010. Accessed On-line at: <http://www.rgj.com/article/20100512/FERNLEY04/5120370/1306/FERNLEY>

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- Jim Gibbons, Governor of Nevada. State Capitol 101 N. Carson Street Carson City, NV 89701, (775) 684-5670
- Harry Reid, United States Senator. 600 East William St, #302 Carson City, NV 89701 (775)-882-7343
- John Ensign, United States Senator. 600 East William Street, Suite 304 Carson City, Nevada 89701 (775) 885-9111
- Dean Heller, Member of Congress. 400 S. Virginia St., Suite 502 Reno, NV 89501 (775)-686-5760
- Bureau of Land Management, Carson City District Office. 5665 Morgan Mill Road Carson City NV 89701 (775)-885-6000

Equestrian Center:

- Northern Nevada Development Authority: <http://www.nda.org>

Priority Setting Results **Stagecoach**

A Town Hall Meeting took place Thursday, June 10, 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 four themes identified from the comments they heard through the Listening Sessions. Community representatives attending the meeting determined the priority for the four themes to be:

- Economic Health
- Identity
- Basic Services
- Preserve Rural Character

Those present recognized that these themes were overlapping in the issues they represented. Community representatives determined to work on the top two themes, Economic Health and Identity.

Additional Resources

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

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

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

Nevada Commission on Economic
Development
808 West Nye Lane
Carson City, Nevada 89703
775/687-9900
www.diversifynevada.com

Nevada Commission on Tourism
401 North Carson Street
Carson City, NV 89701
775 687-4322
www.travelnevada.com

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

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

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

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

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

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

Nevada Rural Development Council
PO Box 3926
Carson City, NV
775/829-1048
www.nevrdc.org

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

Silver Stage Community Assessment – 2010 Section 1

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

Nevada System of Higher Education
2601 Enterprise Rd.
Reno, NV 89512
(775) 784-4958
<http://system.nevada.edu>

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\(pxtqpl55jbsqcp55h0ly4o23\)\)/PUCHome.aspx](http://pucweb1.state.nv.us/PUCN/(X(1)S(pxtqpl55jbsqcp55h0ly4o23))/PUCHome.aspx)

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

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

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

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

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

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

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

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

US Bureau of Land Management
Carson City District Office
5665 Morgan Mill Road
Carson City, NV, 89701
775/885-6000
http://www.blm.gov/nv/st/en/fo/carson_city_fileld.html

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



20 Clues to Rural Community Survival*

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

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

Traits of Good Governance

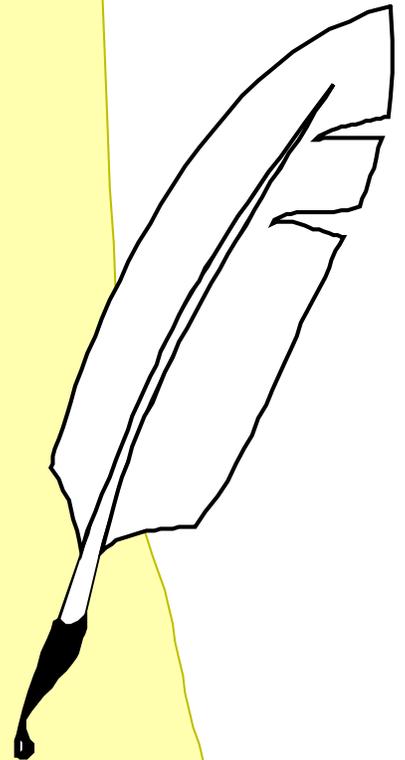
Governance is the process of making and carrying out decisions.

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

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

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

Nevada Rural Development Council

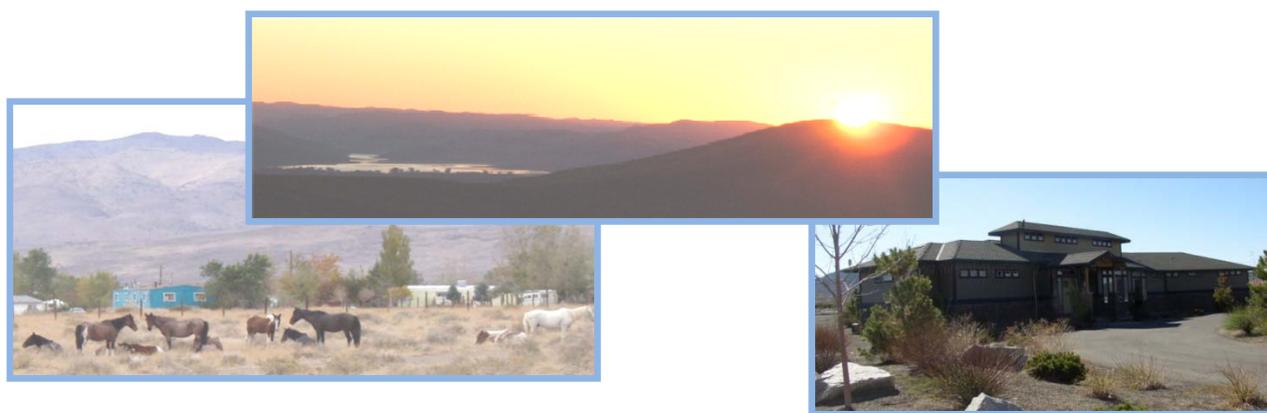


Silver Stage

2010 Community Assessment for Silver Springs & Stagecoach, Nevada

Final Report

Section 2: Themes and Comments



Presented by:

Nevada Rural Development Council



In Cooperation with:

University of Nevada Cooperative Extension



Lyon County



**Community Development
Block Grant Program**



Silver Stage Community Assessment – 2010 Section 2 Draft

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Introduction

The Silver Springs Town Advisory Board as part of their update to the Town Master Plan determined to seek input from town residents to help plan for the future through a community assessment. The Town Board decided that they should also seek input from residents of Stagecoach as well. Lyon County successfully obtained support for the assessment through the Community Development Block Grant Program (CDBG) from the Nevada Commission on Economic Development. The county then arranged with the Nevada Rural Development Council (NRDC) to complete the Silver Stage Community Assessment.

The NRDC selected six individuals who live and/or work in Rural Nevada to serve as a resource team. The resource team spent three days in Silver Springs and Stagecoach. Team members learned a great deal of new information as they listened to you, the local residents, as you expressed your 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 Town Boards 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 which include potential resources. This assessment could not have been possible without the great turnout by residents of Silver Springs and Stagecoach and your willingness to share your thoughts about your communities. It is through the efforts of those of you who participated in the process and your desire to build a better tomorrow for your communities 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.

This report is divided into two sections. The first section includes an analysis of the themes identified through the listening sessions. Each analysis includes an overview of what the team members heard and recommendations to address the issues inherent in the theme. The analysis also identifies resources that may help implement the recommendations. The second section of this report includes the more than 1,800 comments recorded in the listening sessions.

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. NRDC 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.” 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.

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, NRDC has continued its presence in rural Nevada through growth and challenging times.

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

Carl Dahlen, Community Assessment Coordinator
Nevada Rural Development Council
P.O. Box 3926
Carson City, NV, 89702
(775) 230-0075
dahlenc@unce.unr.edu
www.nevadardc.org



Process for the Development of this Report

The Nevada Rural Development Council (NRDC) assembled a resource team to assist Silver Springs and Stagecoach residents in evaluating community challenges and assets in developing suggestions for improving their quality of life, social and economic future. All team members were trained and certified to complete the process. The four-day assessment began Tuesday, April 13, 2010 and concluded with two Town Hall Meetings on Thursday, April 15, 2010. One meeting took place in the Stagecoach Community Center and the other at the Silver Springs Senior Center.

Before the resource team started the assessment they were provided with demographics of the two communities and given the listening session schedule. The first step of the assessment was a community tour provided by Steering Committee Members Scott Keller and Ron Bell. The team then participated in 12 listening sessions and received more than 1,800 citizen comments that led to the formulation of the 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 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 two Town Hall Meetings on Thursday, June 10, 2010. At the meetings, 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.

Major Themes
Silver Springs

Business Development

- JOBS!
- USA Parkway
- Grocery/Bank/Pharmacy
- Light Industry
- Expanded Medical Facilities
- Home Based Businesses
- Small Business Development
- Workforce Training
- Motel/Hotel/RV Park
- Truck Stop

Community Engagement

- Communication
- Apathy
- Volunteerism
- Service Director
- Identify who we are
- Perception of County vs. Silver Springs
- Commuting
- Governmental Structure

Image

- Clean up
- Code Enforcement
- Lake Lahontan
- First Impressions
- Entryway Welcome Signs
- Outside Perception that others have of us

Infrastructure

- Roads
- Street Lights
- Drainage
- Public transportation
- Recycling Center
- Access Roads
- Flood Maps
- Water/Sewer Expansion
- Repurposing Facilities

Public Facilities

- Vo-tech Facilities
- WNC
- Library
- Recreation Center
- Swimming Pool
- Parks/Ball fields

Youth

- Great Schools and Teachers
- Need for youth services
- Drugs/Alcohol/Teen Pregnancy
- Lack of Parental Involvement
- Youth Center
- Jobs for Youth
- Lower Cost Youth Activities
 - Non-Sports
 - 4-H
- Youth Sports Program

Comments Silver Springs Comments:

Local Government

Challenges & Problems

- To attract people here so we can become a chartered city.
- We need necessary services--bank, grocery store, pharmacy
- We need a super market
- We need a bank
- Exposing the Young to the Arts
- More parents are supportive but some lack basic morals and they do drugs and have little respect.
- Community Pool.
- Poverty, unemployment.
- Lack of commercial services, banking, pharmacy, market, retail.
- Storm drainage and infrastructure.
- Public transportation.
- Ditto lack of services. Would like to see USA Parkway completed so it can attract more people into this area.
- Ditto all. Because we have Lahontan Reservoir. When tourists come here they have no place to buy things. We need bank, grocery store, and pharmacy.
- City is a mess; we need to pick up abandoned houses that have been left to rot.
- Overcoming poverty, major problem here. Several problems are poverty stricken, and had more jobs because of the highway we could probably overcome that.
- Lack of jobs. Compounds poverty.
- USA Parkway, when that does come through, lot of infrastructure. Same sort of problem.
- Lack of a sense of community.
- Stricter guidelines for people who own property that leave it and let it rot.
- Need to see if we can get more of our streets paved. Some of them are very, very bad. Especially along highway 95 A corridor. Need a surface street there so it is not a big mud hole when it rains.
- Ditto. We have a mud hole right in front of our house. Citrus is not maintained by the county. Need to get some of these cars out of here; there is a law you're only supposed to have three.
- Grocery store, bank, pharmacy.
- County government.
- Trash problem--cars, trailers, but also the trash goes hand in hand with poverty, if they had money they could probably clean up their own trash.
- Stereotype of the community--Silver Springs when you go into different groups you hear negative statements about Silver Springs true or not true, we need to work on overcoming that.
- Youth services.
- Ditto stereotyping problem--clean community up to make it more appealing to people who come through here on vacation, we could change the attitude people have for us.
- Ditto stereotype, only way going to change if we get businesses, grocery stores, banks, as long as we don't have services no one is going to want to come here.
- We have been anti-growth over time, if we had businesses that we ran out, and then we'd have better upkeep of properties, etc. Can do, instead of can't do would clear up issues.

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- More advertisement of the area, especially the area, when you drive through you don't see advertisement for the Lake.
- Lack of quality affordable housing.
- Isolation--people come out as a family unit, one person passes away, other person is left there with no services and family support and no place to relocate them and help them.
- Many people who live here who do not want growth--they talk at the advisory board meetings, and they say they don't want anybody to tell me what to do.
- A lot of people in community are hiding from something--ex-wife or whatever; if growth comes in they are not going to be able to keep their identity a secret.
- Sense of community is non-existent to a certain extent. Just came back from North Texas building a custom house, asked that question of a guy and got irritated at me. CDC group.
- Don't know how many fuel tanks I've spent trying to get people engaged in this community, seeing flashes of interest, but still need to get pride and engagement.
- Guy asked me "Are you serving me papers?"
- Lack of USA Parkway
- Getting USA Parkway finished to Silver Springs.
- This morning I am on the county government being obstructive--if we don't see you, you're not their kind of attitude towards development.
- Negative feeling throughout this county about this community. They are not interested in doing anything in this community, and anything we do they're not going to do.
- We have a reputation that was not helped by what happened with the truss plant--if you come in, there are so many hoops to jump through it is not worth it.
- Q: Is it the permitting process that is cumbersome?
- I'm a real estate broker here--when I moved my office they picked apart the building, they put up red tape for me to open an office there.
- If I were not so invested in the community, I might consider going somewhere else.
- What happened with the truss plant by the time they opened their doors, the market crashed and there was no longer a demand for their product.
- County should be more open to businesses coming here.
- Part of the economic development issue is that people drive through here and they see trash and crap and abandoned buildings--need to be addressed.
- Are the buildings trashed because the people left?
- The building I left--historic building on 95, trailer, between its front door and the highway is a mud bog, it is state property. Bigger problem person is unreasonable in what she is going to get.
- Weekends transients set up a pick-up truck and have a yard sale on the back.
- On the one hand they've got code enforcement; on the other hand they're too picky?
- When you voluntarily go in, they give you hell, but when you have a complaint about something they ignore it.
- We have a problem in this community of having the STP--same ten people, Chamber, Assessment, Fly-In, same ten people. Inviting them and reminding them, they just don't show up.
- We're spread out and rural, not really a theme to the community. See the same crowd every year--may not read the paper, not a lot of community involvement.
- QC: A few year's ago I was at a meeting here, and one person told me the commuting patterns had changed in Silver Springs?
- 17 months and 4 days--lived in travel trailer at the airport--traffic picked up between 5 and 5:30. If you're going to commute to Reno and commute back here by the time you get in the house you're not going anywhere.

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- Lack of services--grocery store, banking, etc.
- Q: How do people handle banking here?
- Fernley, Dayton, Carson, etc.
- We have to pay the bank to run tele-banking at our office because we run real estate.
- Possibly the Highway 50 road, but that is under contract to be widened. USA Parkway will help.
- Negative feelings through out Lyon County about Silver Springs.
- Road blocks to businesses by county.
- No Long Term Planning.
- Getting people to think in terms of a better life i.e. college for kids, better jobs, out of ghetto mentality, out of drugs alcohol syndrome.
- County regulations are not being addressed.
- Lack of transportation and amenities--i.e. stores, gas, county offices, youth services.

Assets & Strengths

- Lahontan Reservoir, Lyon County Airport, Small businesses, Lions Club and Chamber.
- Lake Lahontan, Central Lyon County Location
- The Boys and Girls Club
- Dedicated teachers
- Full time fire department and paramedic.
- Our children and educators.
- Our schools are strong
- Lake.
- Biggest asset is underdevelopment, unlike other communities, postured with the ability to make some growth in a hurry.
- Good transportation opportunities--highways, airports, railroad.
- Airport and the reservoir, over 500,000 people in the summer that camp here and we need to have some things here for them.
- Great school system here. Really, really good.
- The Lake is one of our many assets, and we're a central Lyon County location--good location, so we should be kind of the shining star of Lyon County since we're right in the middle and everybody sees us.
- Infrastructure here available--airport, sewage treatment facility, municipal water company.
- Basically got everything here that is necessary to jump off and go.
- Also have senior center, and the community center. Big priority is the senior center and the priorities that are attached to that.
- Massive building over there by the airport, once it goes into use it'll be a great asset to this community.
- Airport with the fuel that is in there now, all it is going to take is just a little bit for a corporate jet to come in here--that could be a very big job producer. Adjacent to airport property could be important.
- Ditto.
- Not all Casino--we have other stuff going on, a lot of people think that Nevada is all gambling.
- People that are moving in here are interested in all of these things that we're doing. Kind of sad because whenever we have meetings for whatever in the community, all the same people come.
- There is a lot of potential here, it is right there just ready to jump over the line and go. We have

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the chamber, etc.

- Schools, and actually what has been said here is true--more engagement in this community than I've seen in the past. Boys & Girls Club just went into the schools a year ago. Taken some time, but it is happening.
- County services is strengthening their partnerships with the Sheriff's Office and County Government, they will be able to do more in the community.
- Town Board members volunteer a lot of their time, and they're a great asset.
- Diversity of business, heavy into business, business drives everything. Businesses and schools--impressed with the school system, they have participated in the fly-in.
- After-school stuff, get a real facility for the kids to get in--being able to keep kids in community.
- Great human services outfit across the street over there--Power Point presentation in Dayton, blown away by the number of things that are there for seniors. Depressing news, county cut their budget.
- Meals on Wheels--wonderful, 40 some people that they help.
- Wasn't for the County's work--the 2,000 plus pieces of material we put out would not have got done. We have had very good support, thumbs up.
- Greatest challenge is greatest strength--that is rurality.
- Post Office and Water County and Fly In
- Post Office, Fly-In, and Schools
- Major strengths of this community right now--desperate need of bank, grocery store, goods and services, we have a population base willing to shop locally.
- Wide open for businesses to come here. People would tend to shop locally here. We have a huge home-based business community, lot of people who work from home.
- Q: Do you have any idea how many businesses are home based and the types of businesses they are?
- Guns smiths, computers, etc.
- Q: Has anybody done an assessment to see what type of businesses they are?
- No.
- Q: Do they have to have a business license, and if so where do you go to get that?
- Yes, Lyon County processes them.
- Q: Is there any kind of association that tries to work with those businesses?
- The Chamber has talked about it, but the Chamber has been hit or miss on that.
- Cheap land everywhere.
- We have natural gas, city water, and city sewer on commercial lots here. Out of state owners, 19.6% unemployment in area, not what is worth, say yeah they'll sell.
- Whenever it comes please, the parkway will be an asset.
- The Lake is a major strength that we don't take advantage of. By noon on Friday every second car on 50 has a boat or trailer attached to it heading to the Lake.
- We have Lake, Buckland Station, and Fort Churchill.
- Q: So outdoor activities are good here?
- Yeah, what would be nice is if someone could do a map of the recreation areas and trails that are available here.
- Lots of open space.
- Room to grow.
- Plenty of need for services.
- Strong friendships, good schools, community spirit.

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- Basically we have a nice location, a nice community outside of Carson City--but not the way it is going.
- Weather, small town atmosphere.

Projects & Initiatives

- Better support from the sheriff's office
- Short term: Super Market and bank, Long Term: Become a Chartered city
- Perhaps bringing in concerts or providing transit to day/evening performances.
- A music teacher at the elementary school.
- A program for the gifted and talented in Silver Springs.
- Community recreation center.
- children need a community center and community center-sponsored activities such as baseball, wrestling, football, PAL basketball, etc.
- Some sort of local public transportation to allow seniors and disabled go to appointments and for those without vehicles to attend functions.
- Ambulance service.
- Ambulance and youth center.
- Ditto
- Senior center/recreation Park.
- We need a grocery store, bank, and pharmacy.
- That needs to happen within a year.
- We need the USA Highway in here, so they can build houses and bring more people.
- Agree that we need all the amenities that were mentioned--would like to see this little community become chartered and become a city in my lifetime.
- Roads put in, streets paved, water district, doing work here.
- Ditto all, additionally a youth center, or some kind of youth facility here. Youth don't have anything to do here except for the skate park.
- Need to get a survey of this entire area--bench marks so we can get initial concepts and designs.
- Some sort of development of a downtown area, that has some landscaping, and some advertisement, something where people are drawn to it.
- Ditto. Some sorts of community clean up, and then followed by advertisement that focuses on our assets.
- When 50 gets widened, if we can get some service roads off to the side that will enhance business. Too difficult to put any type of businesses in.
- We also definitely need a youth deal.
- Agree with the beautification thing--Surface Street--between the highway and the surface street, we could have plants. Welcome to Silver Springs sign, something that would catch people's eye.
- Master plan for our community, and they will hear and they have been to the meeting--going to approve our master plan, couple changes, hub of the city 50 over to Spruce. Then you'll see beautification.
- Roadway help, road improvements.
- Ditto--sidewalks, curbs, etc.
- Highway 50 project, when it does get widened, it'll be a huge asset to this whole area. It is going forward.
- 4 way is a huge asset to the community, dress that up and improve our service signs, reader board is another asset. Electronic reader board, grant to fund something like that.

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- More street lights. That is a challenge for law enforcement when all we're doing during dayshift is cleaning up what happened on graveyard.
- 50 on Master Plan--major things looked at with the Master Plan is the triangle, gateway to Lahontan. Need three of those--open this, do the roundabout, put us in a very significant opportunity to draw attention to community
- Need to keep water in the lake--drain the water before Labor Day--lot of people would like to come and camp on Labor Day, and that stops business that we might get on Labor Day.
- Maybe it would be a good idea to have a certain level to keep water out, and only use the top half, maybe not drain all the water out. And advertising.
- Dam put in by farmers in Churchill County, and they would object to you taking their water.
- More community engagement to develop a sense of community.
- Schools
- Road improvement.
- Q: Define road improvement?
- Fewer non-counties maintained roads.
- Mud pits every time it rains--when you grade a road you're supposed to crown it in the middle and not dig it out in the middle. Fix mud pits in the roads.
- Building a jail in this county--making a disaster of it and they're making a disaster of it, and we have 40 acres on Spruce that was being donated, flat, not in flood zone, tearing down building, over budget, don't see a reason.
- Youth center got stalled and that had to do with two of the STP died within a short period of time. Comments made that there has been too much of an investment in Silver Springs lately, so you're not getting anything else.
- We have a great community center that we're not allowed to use--\$500,000 insurance policy is required to be put up. Be nice to have a location here that the chamber could actually use.
- We are geographically in the center of the county--roads and traffic patterns; it makes a lot more sense to me to have the county offices here. We need to become a township.
- Youth/Community center usable by community members.
- Master Plan.
- Township--Possibly a county seat.
- A staffed full-time fire department.
- An ambulance service.
- A community swimming pool or rec center.
- Quality local daycare including drop-ins so adults can take classes to further education.
- Fewer bars, more community athletic programs or other community activities for youth and adults.
- I'd like to see wind mills established.
- A 4 Land highway from Dayton to Silver Springs for safety reasons.
- I would like a Post Office, RV Park, and Youth Center.

Other Comments

- Has the community done any asset mapping?
- No.
- Master Plan detailed business, business locations, etc. Detailed everything. Protected all the fives, what they did is work on the buffer areas, transition between commercial and residential.
- Not approved yet.

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- Has there ever been a bank or a grocery store here, and if so when was it?
- No.
- I heard that there was a bank in a trailer here one time, but it was hooked to the back of trailer and stolen.
- Do have a village market and Fifi's, neither one are a big deal, but they are a major player in the community. But we need bigger and better.
- Never actually had a bank, but we did at one time have a bank of America ATM availability in the Silver Strike when it was Piepers. When it switched to Silver Strike, it was taken out.
- What do you feel is needed to trigger development?
- It was getting ready when everything was booming, but it stalled due to the recession.
- Track homes across the highway here are almost a gated community, almost looks like you're in an oasis, and that development just stopped with the downturn.
- Parkway is a big trigger.
- Fuel coming in over here at the airport is going well. Major thing is that economy has taken a dive and nobody is going to want to invest.
- Q: What levels of volunteerism have you seen in the past 10-15 years, what basis has been laid for volunteerism?
- I've been here 12 years--that core group changes, some people get fed up and only stay a couple months a year because they don't see progress. Same group and it's frustrating.
- I've been involved in the Chamber for six years now--level of frustration because it doesn't get followed up on, or it gets to the county and they say no.
- The people that volunteer and get active get burned out. Volunteerism has worked his butt off for this thing, and not many people are showing up.
- Q: What can be done to get the community more focused?
- If there were more jobs here then people wouldn't be commuting an hour out and an hour.
- Q: Do you have anybody teach NxLevel classes?
- NNDA used to speak at the Chamber meetings, now we don't have that, and they don't come.
- Q: Is there interest in the community to start taking advantage of the community because you got a good people base?
- Yeah, it's getting the word out. We don't have a paper here, we have the Fernley people.
- Q: How about internet connections here?
- Yeah, we have two or three wireless high-speed.
- Q: Do you have a website?
- Yea, but not sure of the traffic--Silver Springs Nevada.com
- Who exactly is it--is it the planning commission?
- Building department staff, commissioners, and planning commissioners, and the legal department. If we get one commissioner they are so focused on their own community.
- Q: Do you feel you're underrepresented?
- We have one of 7 and one of 5 and it is a fairly small community compared to the other places.
- Q: What is the problem?
- Most of the Commissioners believe that the entire universe revolves around Yerington.
- I have informally talked to planning commissioners and county commissioners--Silver Springs has a feeling that it is a dying community but highway is going to save us. Cut in half commute is more accurate.
- Who took the initiative to do the Master Plan?
- The Same Ten people.

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- And that is likely to be passed and accepted?
- They did the county wide one, and we had a professional planner assist with it--presentation was done by that planner. We had this many meetings, etc.
- Q: Do you have people that will help clean up?
- We do have a core in town that doesn't want anything to change--group negative about any sort of progress.
- Are they vocal?
- In the last few years they've quieted down a little bit.
- One of them is going straight to Yerington.
- Do you have a farmer's market?
- Healthy communities started one last year, and they ran the second half of the year.
- Organic gardener here in town that does things like exchange work for food.
- Last year, lot of interest in lets do a farmer's market.
- Ran into--who is going to sponsor it, who is doing insurance, county said they had to have a business license to just having a farmer's market once a week, the other communities have them.
- Was it well attended?
- Yeah, somebody knew it was going on, and you could tell something was going on.

Silver Stage High School 1

Challenges & Problems

- Youth have nothing outside of school to do
- No motivation to do anything go anywhere, just stay at home, and other towns are too far away
- No jobs close by, not enough we have to leave
- not that much
- Even if there were jobs there is not a lot of public transportation
- Nothing to do
- agree nothing for youth to do so they get into trouble and do stupid things and get into trouble
- agrees
- Poverty is a big problem
- we don't have anything to do
- agrees
- lack of resources, only two gas stations, no restaurants, no places to shop, no commercial
- lack of educational resources, museums, anything easy to get to of various subjects
- agree too much coming and going
- need some of stores
- Community involvement, nothing ever done as a community. Lovelock supports their school and their teams we don't have that and we have a bad image it isn't fair, we have no community pride a better image
- lack of businesses, lack of things for adults or kids to do not enough stores, business opportunities
- agrees there is nothing to do, lack of anything we need to do
- big drug problem here, a lot of people are now junkies because the drugs are easy to get
- Like there is not a cohesive, close knit community not a big sense of community--disjointed

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- educational needs, and drugs are bad
- agree with all that was said
- nothing drugs is a big problem
- nothing new but drugs is big really big its all there is to do
- Because there are no jobs, there is no reason to finish high school so we do drugs
- The resources here are a problem, it would help if we had stores, things to do, grocery store, some jobs
- Stigma, our nickname felony flats, it is a combination and what people say and those that 'have to stay here we feel there is no future and can't get out of here
- Core reason, family issues, struggling, aren't united, hard for youth no respect modeled
- would like more extra curricular activities, shopping, things not sports related
- Takes such a long time to get anywhere and Reno is too far away, we have to go to the stores, supplies are difficult
- Agree, community involvement, nothing ever done as a community. Lovelock supports their school and their teams we don't have that and we have a bad image it isn't fair, we have no community pride a better image
- agree family values lack
- Education is lacking, Nevada is 50th and lack of educational focus
- Mentoring needed
- Lake cleaned up
- clean up our bad reputation
- Nothing to do for kids and young adults

Assets & Strengths

- Teachers when involved and the students do better--Kids are passionate to LEAVE town
- Peers, we care for each other, the JR class cares for each other
- Town is small and we can make changes before it gets bad like Reno
- School is a great asset lot nicer than most
- School is good, teachers are good and care about us
- Strong School
- Lake is good something to do
- Desert dirt biking wide open spaces
- Community would like to see us be better, we need resources to do that
- can shoot guns here
- Peace quiet
- Not judgmental here
- Nice and quiet here rural
- Nice library
- Public library too
- There is a good motivation in town to do things, but we aren't organized
- School is a small school but very helpful, they know us and help us, know our home life
- 400 students
- we have room to grow, surrounding area does not
- new road will help us grow

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- teachers are a big asset in students lives and care and help
- school is offering sports and things to do
- everyone knows each other and watch each other's back
- compassionate and help one another
- agree that lake is a big asset
- we have the potential, we just need to be organized
- we are centrally located and could be a good hub, if we had more things we can expand
- well located
- would like to see more things like this that get us involved and include our parents, it's good
- lake, library, park, senior center
- Thanks for taking the time to talk to us; no one usually listens to us.

Projects & Initiatives

- advertisements to get people involved in the community
- get people involved
- we need to have a youth center
- WNC outlet building and have one here county college
- Agree
- better educational opportunity, vocational opportunity feels stuck here, and if he gets a better education he won't be stuck here
- agree
- agree youth center
- get town cleaned up litter cleaned up
- more books, clean up lake, youth center,
- red box machine movie rental
- financial aid for the community to get more money to get things accomplished
- clean up trash in town
- recycling program
- build a motocross track here
- extra curricular that is free, students are too poor
- more sports out of high school, locally oriented not having to travel, organized sports
- build a McDonalds across from school
- recycling program
- youth center, community center
- stores so we don't have to commute, need to clean up,
- club to clean up all public property, planters, make beautiful
- lot of roads to houses that aren't paved, need to be paved
- sports, pee wee program, so that kids are better skilled at high school
- like to see a youth center,
- kill for a grocery store

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- more sport facilities places to be active, one hoop and no other places to do sports not school related
- more vo-technical type high school to learn legitimate employment skills
- long term fix out unemployment, massive of folks here in the system, but people not working, no work for teens
- factory of some kind
- More kids, sports, pool, bank, grocery store, Movie Theater.

Other Comments

- general skills
- chance to see what they want to be or try out skills try out jobs so that they can see how they are
- 6 would stay
- good mix of all ages
- Need youth worker program
- need youth projects list
- need structured youth to do

Silver Stage High School 2

Challenges & Problems

- participation in events
- having to commute for jobs and shopping
- boredom
- all three of the above
- all three of the above
- agree
- lack of a youth center
- no local jobs
- roads
- agree with all the above
- agree and no jobs
- too many drugs
- too many drugs
- same
- no jobs
- same
- no jobs
- transportation is issue and no jobs
- jobs
- all of the above
- no jobs
- no commercial area, no shopping, businesses can't make it
- no small businesses, not many

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- lack of jobs
- traveling so far to go anywhere
- need to clean up houses and yards enforce it community needs cleaning
- too monopolized, no variety, no competition so prices are high
- laziness, people don't support community
- no places to eat no restaurants
- cheap restaurants
- sidewalks, paved roads mud is awful
- bigger library public library
- no health care services
- clinic is closed
- no street lights
- better recreation areas
- not given the opportunity to be involved on the community
- school is not involved in the community
- people don't participate and are not well informed about our community
- lot more paved roads
- housing market, need more businesses, more houses at a decent price,
- monopoly of land ownership so nothing new gets done
- no storm drains, so lots of flooding flash floods
- when it snows, without paving, we have a mess, need roads paved
- no snow plows side streets stay muddy and snowy

Assets & Strengths

- lake Lahontan
- people visiting
- churches
- small and rural
- agree
- parks and what we have to do for some recreation
- we have a good school system all in one place
- lake Lahontan
- lake Lahontan
- lake Lahontan
- senior center
- right in the middle of the county hub central
- don't have to travel to get education
- far enough out that commuting isn't awful, but not too close
- closer than other communities
- fire station
- school
- good police department
- schools together

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- parks and what we have to do for some recreation
- teachers are great and highly educated
- two major cross roads, camp roads bike trails camp grounds dirt bike trails hunting all within 15 minutes,
- airport and ability to handle good sized planes transportation
- center of everything
- airport
- place to live
- lots of room to be able to develop
- lake Lahontan
- lake Lahontan
- lake but they are taking it away
- good school good teachers
- cheap to live here
- houses are fairly cheap to rent or buy
- bed room community

Projects & Initiatives

- better sports programs for younger kids elementary Pop Warner, Little League to build high school programs
- USA parkway
- USA parkway
- fed ex or something come to the airport
- attract something to breath live into the community
- jobs
- bring new people
- taco bell
- starbucks
- pave roads
- sidewalks
- agree
- roads paved
- same
- same
- same
- all of the above
- buildings that are empty, that can be filled with jobs
- increase airport size and ability
- roads getting done right, grading isn't working
- money to build projects
- USA parkway
- in and out burger
- USA parkway

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- grocery store or hotel
- bus system to be transported to jobs and shopping
- create more jobs
- faster industrialization, find money to build job creating
- loans, money
- help people get loans
- Wal-Mart
- Wal-Mart
- in 5 years
- grass
- silver springs and stage coach to be TOGETHER and work TOGETHER and transportation between the two
- Light poles street lights
- motor sports park
- recycling center
- public computers
- better post office
- recreation center
- more businesses
- more advertising more communication
- better education about what we have in the community

Other Comments

- good mix of classes cross section
- show of hands how many have jobs part time 1 works at the mill
- most would stay if they could need jobs
- LYON county HAS to have more jobs
- student has applied for 20 jobs looking and can't find them
- 12 interested in opening a business
- interested in marketable job skills

Businesses & Faith Based Community

Challenges & Problems

- Getting people to participate-filling this room
- bring more job oriented business to the community
- jobs due to anti growth local government anti-business attitude
- jobs linchpin to change for this and we have to have cooperation from county government
- getting people more involved in local community activity and to start new businesses
- drugs and reliance on public assistance, it's ugly and harms the community
- dealing with the planning department when a commercial business tries to come they get road blocks, we need a user friendly planning department
- Support our youth, things for them to do and jobs to keep them here, the Parkway is essential to us to help us be postured for growth, our prices are low and we will be in a place to grow

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- communication in the community is bad, short of going door to door, don't have a newspaper, no place to get information
- feels LDS are not included as part of the Christian community the Christmas pageant that was run by the arts department, we lost two of the organizers so now the event doesn't happen
- all the churches should be working together
- quality of life, people drive to work, don't get involved
- don't have a sporting complex, there is little to bring people together, good at starting wars with each other, but not good at being a community
- Lack of money in the county.
- To have youth a place for the youth to go and be active.
- We could really use a community pool.
- Crime--no youth programs (Boys & Girls Club), grocery store, bank or pharmacy.
- Nothing for kids to do.
- Better roads.

Assets & Strengths

- local businesses, the economy has stopped that, the village market schools, staff grounds are all great
- elementary school is excellent, high marks surpasses other Lyon county schools
- businesses do help to strengthen the area,
- middle of the county good transportation, highways, airport and rail
- schools are a class act we do have airport and the future parkway
- lake could be good, but seasonal 275,000 people come here a year
- rail, not many communities have our great rail access
- stuff that you can't bring to the community, airport, rail, highway system USA parkway, lake town is 'small'
- new master plan is small enough to allow growth, but control it clean slate
- community center
- 3 excellent schools
- newer modern post office
- infrastructure sewer water
- rail airport highways location
- start on good community base if they'd just show up and speak up
- lake
- our people are a great strength, it takes a tough person to live here it's not easy, you have to travel to work commute, weather can be harsh and people have to be strong to put everything back together
- lots of really good people, once we get our ideas listed and go forward people will be swinging hammers and help and we will see a lot of good things in the citizens
- the lake is our major strength, unfortunate it's not filled up
- the people who show up are OUR strength
- People who are engaged in the community
- type of property available is diverse can have animals or more urban lots of sizes different views not all flat
- The library and the programs at the senior center.

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- Library and programs at senior center.
- People are working together to solve problems.
- Lake Lahontan.
- The high ways.

Projects & Initiatives

- Lahontan gets water from Carson and Truckee, the canal feeds it, there is a problem and water is NOT getting to the lake and that Fallon farmers aren't getting their water so it gets drained and we lose our visitors and keeping the water there but some sort of level left for recreation
- youth center is needed a lot of things grocer store high lake
- after school programs
- creating a more tight knit community or more business to come in
- USA parkway
- swimming pool with a youth center because those classes would teach kids to swim and be able to be safe at the lake
- swimming pool would be a great place for youth to have a job
- youth centers
- lighted park, county has the land and there is BLM land that can be acquired to be able to play after dark,
- a community sports complex, parks youth, town events center, place to bring everyone together, out door events venue
- more parks money, 20 acres that exist next to the elementary school we'd like to add to and make 40 acres to master plan a sports center complex for events restrooms, school could also use it for tournaments recreation master plan of any projects for that purpose
- Youth planning, things need to be ready by the time the economy turns
- planning for new business industry
- community enhancements
- long term
- would like more roads maintained
- short term is long term
- clear up gray areas on roads, who owns, who maintains, who is in charge how to get this reconciled both sides get encouraged to take care of problems instead of experiencing problems for taking care of problems
- county and state and all organizations to WORK together, it is desperately needed to enhance job base, TRIC base jobs for the community need to work together to get the USA parkway built
- State City County work TOGETHER to get water in the lake, it won't happen until they all work together. TCID has to cooperate with all of the entities
- Coordination of projects is lousy. Seems to be a lack of leadership/ownership and getting all parties together to work out problems
- Highway beautification on highway 95 south, and frontage roads beautified and paved. Better business access sidewalks so that people see a beautiful town not a dust or mud bowl
- Where we hang our Christmas Tree---the new town center, the county needs to make the first move to put in a facility that will start the ball rolling, once one building gets in that new town center, then
- the way the master plan is done everything will begin to fall into place, first building will be a key link to getting something going
- ditto

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- town needs to get incorporated to have a determination of their future
- PEOPLE to take initiative and start doing something
- everyone 'feels' like the lone ranger, we all need to group up and start working together, need to discover we are all in this together, those same 10 people at everything,
- we need more volunteers, getting all the various groups together and going in the same direction
- A place for youth to go.
- Jobs for kids and safety for tots.
- Youth club.
- Nearby shopping and banking (not having to travel 20+ miles to everything).
- More resources available to low income people.
- More money to come into Lyon County budget.
- Activities for the kids.
- Better Parks.
- Services, pharmacy, bank, etc.

Other Comments

- Q. incorporation a lot of complaints about the county government, what is the appetite to do things on your own and go for incorporation? Has anyone polled or investigated this?
- A. It's a constant discussion because Lyon county shuts everything down, and would like to have some self determination
- We can't handle court items, jail items, we donated free land to the county to bring them here and it did not happen,
- we feel as if we are cut out of the conversation
- q. Have you made any effort to find similar communities that have gone through this evolution to develop into a formal town? Have you talked to other communities?
- A. No, smaller items yes, incorporation now, we work with other town boards that have similar issues but not incorporation. We do see what a mess Fernley made in becoming a city, became too big too fast and they aren't handling it well so we need to proceed in a more effective way
- We did do a master plan we are ready poised for real well planned growth, but we don't want the opportunities to continue to be dashed by the county.
- Q. we keep hearing about the lack of civic engagement there are several groups doing their own thing, are they aware, do they work together.
- A. We don't know who they all are but everyone works independent of one another,
- q is anyone attempting to work this together
- a there is no resource manual, no religious manual, no community directory of all the things that are available, no listing for the community of groups
- q. Could that be a long term or short term project
- a. Yes we'd like to see that
- yes maybe it would have turned out more people
- q. Are there civic organizations
- a Lions, chamber

Seniors

Challenges & Problems

- Cleaning up properties.
- Ditto.
- I feel that we need more development as far as businesses in our community to bring up since we are the major center hub for 95 and 50--all the areas. More traffic in our community going every which way.
- Lack of some kind of public transportation--on call van or bus would be good.
- Get the road over to the manufacturing center in Reno open. Because kids need it getting out of high school. Kids shouldn't have to leave town to get a job.
- One of the things that is our biggest challenge is that we have a lot of community groups here and none of them are working together. One as a group to try and get things completed.
- We need a food store with a pharmacy and a bank. We need a full-service food store here.
- I know the FAA pays out money for these little airports, but I think that airport is not going to do what they expect it to do because the way the planes come in and out.
- Post Office, Fed Ex, UPS will not come in here. Challenge is all the grant money that is going to the airport is not helping the community.
- QC: Or how can that be accessed to make it part of the community?
- To me it just sits out there alone and it is not part of the community.
- I'd like to see the ambulance service based in our own community.
- I would like to see a public restroom at the airport, all they have at the fly-ins is the unsanitary little Sani-hut. Something with running water, maybe hot water.
- Airport, no fee to land there, but we have three major areas directly associated with the war in the Middle East, and they are based here. Nobody checking out who is landing. Security is nil at airport.
- I don't think we have anything until we can have a Main Street in our little downtown area. BLM owns all of it. Need a Mainstreet, and have to fight with BLM.
- Youth Center. Lack of a Youth Center.
- Kids have nothing to do.
- I believe in the junior achievement program because they have a way of training for business, and they make products and it teaches them the business administration.
- We should be able to pay our property taxes here in town--we have to go all the way to Yerington or trust the mail, and we already pay sewer tax in town, have an office doing it already.
- Why can't we improve our drainage--our businesses you can't get into any of our businesses because of that reason?
- We need our help with our medical facilities--no decent medical or dental facilities in Silver Springs.
- If we even had a pharmacy, people wouldn't have to drive to Dayton or Fernley to get the prescription filled.
- Get a bicycle rack here for us at the senior center.
- All the chairs on the other side should have lifters on it because you're going to find out one of these days that gravity is much stronger.
- We're sitting in a perfect room for the library here because the kids never use the library at the school because the parents have to drive 10 miles to go to the library.
- Funding--how are you going fun all of this stuff.

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Assets & Strengths

- I love living in Silver Springs, I like the people, I love the centers, and we're interacting with the youth, not just old and young people, and lots of good things trying to be done too.
- Lake Lahontan is one of our biggest assets, and we have an underpass under the railroad which they blocked off. If that we're opened up, you'd have much more tourist traffic.
- Location is wonderful--close to Fallon, close to Reno, wonderful location.
- Ditto on location.
- I love the senior center because like you said, it is the hub for the whole community. What Rod has tried to do is bring in more than the students to get more involved. Seniors--not treated as old people.
- 10 years ago I really liked it, but more and more I'm only waiting for real estate to go up so I can get out of here.
- A lot of people are doing that because it is not cleaned up.
- Carson and California put letters out to all of us--you must clean up yards, license and it doesn't run, you have to get rid of it.
- Get rid of trash--is horrible, bringing mice and rats. Biggest thing is cleaning up our town.
- Condemned property opposite me, offered to clean up the front part of the yard, and they said don't you dare. They wouldn't allow us to volunteer to clean up other people's yards.
- If you want to live where you will do this, and you will be taxed--might as well go live in a Condominium in Florida. Create jobs, lot of people have messy yards are 80 years old and living alone.
- Well you have to change the ordinance.
- We're the center of everybody. We are the center, and we should start acting like the center.

Projects & Initiatives

- I would like to see the youth center constructed with somebody training the kids on how to play tennis and basketball because we have nice weather all year long.
- But I don't want anything to do with the county because we have two 36X36 metal buildings--going to find a place land donated, somebody to go in and put these buildings up to have a place for youth.
- When the county starts coming in they start dictating this that and the other. People are disgusted with this Lyon County.
- If we would get our fire department up and running and on-board and get our ambulance service running, we'd bring more revenue into our community.
- I'd like to see some better animal control--3 or 4 dogs on three sides of me and none of them clean up my poop and it gets disgusting in the summer.
- I would like to see the political organization which could represent Silver Springs, Fernley, Stage Coach, etc. We currently gerrymandered with people in Yerington so we're nothing. Less than majority.
- Ditto. I've been here 10 years all I've heard from everybody is that the County Commissioners in Lyon County do not want Silver Springs to grow.
- County gave maybe the GID or the Water Department 40 acres on this side of the road. I was thinking that would make a great miniature golf course. They could use it to water the grounds.
- We could put a golf course right next to the sewer plant.
- I'd like to see a very large truck stop to provide a high number of jobs--deal with so many vehicles here; it would be an asset to our community to have one.
- Going down to Yerington--there is a short-cut over to Walker Lake, Miller Road should be upgraded so trucks can use it.

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- What about fast food places--why can't we bring in fast food places--they need something, they have a hard time pulling into the two places for eating.
- Ditto truck stop.

Other Comments

- Q: Do you think that are a number of community groups in Silver Springs, and the second part if there are a number of groups are they working together?
- I know there is the healthy communities' coalition--task force to bring in teenagers in their summer to help seniors in the summer. Decorate for us, two years doing a decorating.
- We had youth group from high school, and I'm not kidding you you've never seen such a fantastic group of kids.
- Q: Community pride--somebody had mentioned earlier having an ordinance or something like that, is that something that you support?
- It is just a letter, it is not a demand, it is a caring suggestion to each individual person that lives in Silver Springs.
- Man wanted to fix cars, but couldn't do it because they kept permitting, permitting, and permitting him, and he eventually left town.
- Can somebody do something about removing the prison signs out there; we are no longer a prison community.
- On the ordinance thing--the meaning of cleaning up the property is the foreclosed home that are vacant and all of the debris and stuff that is on those property.
- Kids are smashing windows in one right next to our senior center. Noticed for the past two weeks now that they are literally destroying the property.
- Q: On youth center, can it be integrated with the senior center?
- Needs to stand alone.
- I think it could be interactive with.
- Need some separation so they're not same rooms.
- Is there some kind of a rule that when the house burns down that they have to clean it up in a certain amount of time.
- It took the fire department 45 minutes to get there. They have to come all the way from Fernley.
- Q: Are you aware of the Master Plan that has been done for the meeting?
- No. There is a Main Street and special use permits.
- It is still a great place to live, we said so many negatives you'd think we're crazy. But great people.
- On old maps, it shows a road where it is going to go, county road running right up through there, and that means we have the right of way now.

Civic/Club Groups and PTO/Library

Challenges & Problems

- Having to drive so far to shop or to do anything basically. No matter how hard you plan, which direction you go, it's a three hour trip basically.
- I've been here 21 years, when I first moved here we didn't have the youth--it has exploded and the poor kids have absolutely nothing to fill their time.
- Nothing has changed in 21 years. There's just no excuse for that. See a difference in population growing.
- They just don't have the services here.

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- Lack of community services or lack of government services?
- Community services basically--they only have the senior services.
- I see where we don't have good doctors out here, and that means you're either in an ambulance ride, or you're driving to Reno or Carson, and sometimes you're too sick literally to do it.
- A challenge for the community is a lack of jobs for parents leaving them having to travel at least 20 miles for work.
- Another challenge is the lack of a community grocery store.
- A place for our youth to go like a Boys and Girls Club where they can hang out and maybe get homework help and some counseling for their problems.
- Community involvement
- Tax dollars not being spent evenly on Silver Springs, Yerington, and Smith Valley.
- Keeping the Lake full instead of depleting it so we can have more tourism.
- We need a pharmacy--badly a pharmacy, people in the winter time have to go all the way to town, we need a grocery store, and we need a bank desperately.
- pharmacy bank grocery store
- pharmacy bank grocery store
- transportation
- Low/Mod Income
- Poor Housing
- Slum Lords
- Non-committed law enforcement
- We're rather isolated actually, harder for older people.
- We need public transportation--filled out papers, signed it a couple a years ago and nothing ever happened.
- Our biggest challenge here is to stop Yerington from squishing us constantly--everything that tries to come in here because they stop everything coming to the airport.
- Refurbishing company in Mojave, state taxing them to death, dry climate, got best runways in Nevada, best runways in Nevada. Wanted to bring in here, and talked to us and went to Yerington to see what it take--Yerington said flat out forget it.
- Major challenges I find is parental involvement, and volunteers in the organizations for our kids--lack of.
- Things for kids to do--almost nothing. They have to go to Dayton, go to Fernley, have parents that are working and can't get you there you can't walk.
- Second the Lyon County Government up there seems to want us to not participate--make it very difficult for jobs to come here because they make it so difficult for employers to locate here.
- We need a bank, pharmacy, a grocery store, we need these things. We don't have--anywhere you go you're driving 40-50-60 miles round trip to get anywhere. Did have meeting planning for shopping centers, and then never heard more about it.
- Q: Was that private developers?
- It was private developers.
- And we need to do something for the garbage--they have laws here for the garbage, and the filth and the stuff in the yard.
- If you do, in order to get anything done, you have to put yourself right out there, and anywhere you go you can see it. Lack of code enforcement.
- Lot of businesses that want to come in here that they've kept out--truss plant, county gave them bad time on the permits, almost ready to open and they made them go back and do permits again.
- Aircraft refurbishing is still up for grabs.

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- Almost like the old guard doesn't want to let new ideas, new change take place.
- Q: Is that across the board?
- Seen it with government in Yerington, PTA, etc.
- I tend to agree with her that we haven't been here that long, and find this is the way we've done it for 50 years, and we're not going to change. Change is coming, you have no choice.
- This world is changing when the USA Parkway comes in--why not shape the change, you can't keep the change from happening. Naysayers are the verbal ones.
- Why not have your input in how you want it to change.
- The lake is one of our biggest assets, but we can't seem to get or keep enough water in it to get it or keep it where we want it to be. We need to get the people upstream to let it come down stream.
- Q: Is that something that you or the residents of Silver Springs would have any control or any say in?
- I understand that there is some organization up there that doesn't want the water to go to Lahontan; they want it to go to Pyramid.
- One of the big problems with our lake is that the federal government has too much control. Take water from everybody, absolutely ridiculous. I live right on the lake, nice lake.
- Truckee River Operating Agreement--we don't have any water rights in the lake, we're just storage, we don't have a say at the table because of that.
- Lost enforcement officer due to budget cuts, so we don't have a code enforcement officer.
- Lack of things for kids to do.
- Lack of transportation to different towns and around.
- Lack of pride in property
- Absolutely no patrol by Sheriff Deputies ever street seems to be a Speedway.
- Loss of Jobs for the people.
- There are no grocery stores in our area...or a pharmacy.
- I had to pick up a prescription in Carson City, which is a long way!
- Keep the Lahontan Lake
- My biggest challenge is people who throw their trash out their car windows. I try to do my best taking a bucket with me on my walks, and I fill it up.
- We live in a world of slobs.
- Nothing to do for kids and young adults.
- Lack of an after-hour medical facility in a central location in Lyon County.
- Lack of a decent food market in Silver Springs' area.
- The biggest challenge in the community is families not being able to help with work at home and supporting their children educational needs because they have to work.
- Have safe drinking water. We should not have to pay for GID water we are receiving because it does not meet Federal safe water laws for arsenic levels.
- Lack of bus service to Dayton and Carson.
- Lack of pharmacy--as of now we need to drive all the way out of town to get prescriptions.
- Lack of retail stores.
- We have very little retail.
- We have properties that look like garbage dumps--we need a community clean up plan.
- The community needs a place for youth to go during the summer.
- We are losing our youth to pregnancy, drugs, drinking...I really don't see enough people caring about kids.

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- Really take a look at how some have to live they need a place where they can go and talk and we need people that really would listen and help.

Assets & Strengths

- We do have three good schools here--three very good schools here.
- We have a Post Office.
- We are at a major cross road here. That is a good asset. It brings a lot of traffic.
- Recreation--Lake, Equestrian Trails, Hiking Trails.
- Senior center.
- Build it up--promote it, people love to camp, they can't do the expensive things anymore. It doesn't have to cost an arm and a hike.
- Other side of river is developed into hiking trails, and there are a few camp areas.
- Buckland Station has a picnic area also.
- I like the quietness, I really do.
- Where I live is even quieter.
- I have wild animals where I live. I live out by the river.
- I worked in Carson for 14 years and I loved coming home even though I had the drive because you can collect your thoughts and everything.
- Been here so long and see nothing happening and it should be happening.
- Assets to the community include its proximity to recreational sites such as Lahontan and Fort Churchill.
- The schools are the biggest asset in this community because there are a lot of teachers, principals and school staff that go the extra mile.
- Lake Lahontan
- Schools.
- Having the Post Office is very good.
- The senior center is very good, having the meals.
- wind energy
- community is great
- quiet, neighbors
- good neighborhood, clean neighborhood
- rural setting
- community of senior citizens who need more services
- senior center is wonderful, the bus is wonderful and we need the great meals that they prepare here and the great time socializing with our friends
- Lahontan
- It's quiet--I like that, and I was able to afford to live here for one thing--a lot of us did move here for that reason.
- As you get older, it gets more and more difficult to drive.
- Our labor market here is a good part of that.
- We have one of the finest airports anywhere around here if they would let the development come in here.
- We are a community of good people.
- It is rural--wanted clean air, wanted to not hear our neighbor sneezing next door.
- We have great kids here.

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- Q: You work in the education system?
- I do, I work at the elementary school.
- C: We had two listening sessions at the high school and we were very impressed.
- I think our education; I work at the elementary school. A school that can be a distinguished Title I school is almost an oxymoron. To have these kids get the education they're getting is totally admirable.
- Not a school close enough for them to commute to--there is not anything closer. WNC in Fallon and Carson City has a campus.
- Most kids want to get out of here; there is nothing here for them.
- We're centrally located in the county, and we have good transportation in and out--air, rail, roads
- Plenty of highways here and also have a rail right through town.
- There are things, but I pass on that.
- The fact that our Lake is a State Park and we lost a lot of rangers--feel more comfortable with son going to camp out at State Park than just a Lake in the desert.
- I agree on the transportation--airport now has fuel that Lyon County basically paid for through grants, makes it a lot more a way that it is going to grow the community.
- We have the railway, which isn't used that much, but it is still available, so when all this stuff can kind of get together it can really grow the community.
- We have a senior center, human services, meals on wheels, do have retired population in the area.
- A lot of room for growth.
- We do have a lot of people who are willing to help another person.
- Clean air--being able to have whatever you want...like pets, horses, chickens.
- Lake Lahontan is very nice and good for horse back riding.
- The line put down Spruce and Atkins, Deodar in front of the school.
- The clean air, the sunshine every day. "The air is pure origins."
- Lake, library, park, senior center.
- Open Space.
- Relatively Low Crimes.
- The greatest asset is the "rural atmosphere." There is a lot of supporting people.
- Having pollutant free air. The wood preserving plant is lowering our property values with its stench. Please move them out of Silver Springs and Lyon County.
- People here.
- We have a great lake out here--Lahontan!
- Silver springs sits at the 4 corners which gives us lots of choices in which direction to travel--for the services we don't have.
- Good schools.
- Country living.
- Lake Lahontan.
- Churches that are truly helping the youth in the surrounding areas. Our church has a teen pregnancy program.
- Our library is an asset. We do need somewhere people can check our books, people can do research papers, etc.
- The Lake and Park. They need to be taken care of so people can enjoy these things and bring revenue into the community.

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Projects & Initiatives

- I would like to see them promote the recreation. That would be a start right there.
- I'd like more for the kids because out here most of the parents work and commute and the kids are just like lost. That is really important. That is our future.
- I want a community pool.
- We spend a lot of money on investigating things, but that money can go for something constructive.
- Accomplished in the long-term/short-term, I'd like to see more businesses out here.
- A motel for people to stay in.
- I'd like to see some kind of a shopping center and a pharmacy out here. Because you have to go Fernley, Fallon, Carson, Dayton to pick up a prescription.
- It's just normal things that make life a whole lot easier--we chose to move here but when I moved here I was told this is going to happen, and 21 years later now are we going to get some ideas going.
- If you can get your community excited--there's a lot of things mass can do.
- Go to meetings, everybody is excited, and then it's just like it fades away.
- C: There will be recommendations that come out of this on how to start moving forward.
- I would do anything that is asked to help get it going--fundraising, how to get it going.
- I'd like to see housing that includes a Boys and Girls Club.
- A shopping center here.
- Like school clothes shopping, clothes closet, also lending school materials and generally being there for students and their families.
- Decent Community Park where they can play baseball or football or swing sets and jungle gyms for all ages.
- Boys and Girls club.
- We need restaurants, larger grocery stores, Bank , Pharmacy.
- Need small transportation for some of the people who can't drive.
- More and more see the seniors who are getting older and everything.
- Q: Is there a senior transportation now, yeah if they need transportation some place. There is transit, and if they need things.
- Hopefully a shopping center, mall, or something. Like a Safeway, Pharmacy and a bank. I'm one of those that have to drive all the way to town in the winter time on the icy roads.
- grocery store pharmacy and a bank
- roads need fixing no new paving an
- get the new highway done
- grocery store bank and a pharmacy
- Better Service
- Short-term:
- Animal Control
- Long-Term:
- Grocery Store, Pharmacy, Bank.
- We need things for kids to do.
- We need transportation.
- We need a grocery store, bank a pharmacy, we need amenities, and we need public transportation. They were going to work on getting it. President Clinton did have public transit, but buses were

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too big.

- We only had one bank in Reno that was favorable--as long as people will drive to Fernley and Yerington, they won't come in with a bank.
- So many people that want to do things and get out of the cities. So many things with the airport--worked with airports in other places.
- I'd like to see a satellite campus from one of the colleges out here so we don't have to travel as far to further our education. Maybe get more involved with it that way. Sat campus would be great here.
- USA Parkway.
- Women's prison that is vacant, and a year or so ago they were talking about making it into more of a vocational classes for high school kids to train--culinary school, shops, etc.
- We pushed to have that happened and as usual, Yerington decided that wasn't a good idea.
- Silver Springs is so centrally located in the county, and they poo poo the jail, etc.
- If they don't start doing something for these kids, I feel sorry for the kids that live here.
- Roadways, some are in town that when it rains, it turns to glue, we need more roadway maintenance.
- A community pool or sports center where large gatherings can happen. Pool would be a great source of jobs for the kids at least for the summer.
- Large grocery store, bank, pharmacy.
- Beef up Law enforcement.
- Mark school bus stops with signs advising drivers to drive with more caution.
- Maybe a Wal-Mart to come to the area.
- We need more areas for horse back riding where motorized vehicles like quads are prohibited.
- We need a WalMart in Silver Springs. Also a Kentucky Fried Chicken.
- We need designated horse trails.
- The maintenance of roads.
- To keep factories out that create pollution to ruin our beautiful environment.
- More kid sports, pool, bank, grocery store, Movie Theater.
- Major Shopping: Food, Pharmacy.
- After-hour health care.
- A place for kids to hang out so they are not on the streets. I was thinking of a community center.
- Being so far away from town. Do what you can to channel funding to the completion of the Ramsey-Weeks extension to USA Parkway.
- With Reno only 20 minutes away, fresh breathable air and safe water--this community would thrive.
- Finish the Ramsey-Weeks tie into USA Parkway.
- Safe drinking water.
- Get rid of the wood preserving plant.
- We need retail stores, a pharmacy.
- Restoration of bus service to Dayton and Carson.
- We would like to see the USA Parkway come to fruition in a rapid manner!
- We would like to see strong business/retail growth which is badly need in this community.
- People need JOBS here.
- Need better businesses--such as grocery store and gas stations that are not high priced.
- Need roads maintained like Hooten, 7th St., etc.

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- It would be a great asset to have a real grocery store here.
- There should be some type of transportation for the elderly and people with no car.
- Come on we need the growth here. I mean positive growth. I believe this will help the community better itself. What are we waiting for!!!

Other Comments

- This Listening Session Was Advertised As the Civic/Clubs Listening Session, are either of you involved?
- No.
- We gather that there are other groups that are involved, what level of participation do you see?
- I really don't know, but the Chamber gets out and gets things going.
- Said you haven't seen Change in 21 years?
- I'll go right back to the youth--there has been nothing other than the schools--kids can't afford to get into the sports activities and their parents can't do it. Population grows steadily. Now, there has been a boom. Ignored.
- I've heard several different times that there was a shopping center coming in and I've yet to see it.
- Do you have home businesses?
- No.
- Q: Statement made that population changed since you've been here, noticing more kids and youth in the community, different than youth in communities where population is aging?
- I think it is unique because it is cheaper to live here.
- 20 years ago we lived in Dayton, and my son started school in Dayton, when we moved out here they had the two schools. Finished elementary and middle school here, and bused to Fernley, not enough to have schools.
- 20 years they've put in schools.
- Q: So there has been a demographic shift here in the past 20 years?
- Yes.
- C: At high school they said that there were 400 students.
- Used to bus Stagecoach kids to Dayton and Silver Springs kids were bused to Fernley.
- Q: Do you think there is a lack of civic engagement here--people getting involved?
- Everybody has different ideas of what they want done and how to do it.
- If it isn't done yesterday, then it isn't any good instead of seeing it slowly built.
- It doesn't take rocket science to do that.
- Q: What do you think that the community needs?
- Full modern grocery store.
- It would have a pharmacy in it.
- It could even have a bank.
- Most big grocery stores have a pharmacy now.
- Q: If there was a grocery store, would it be extensively used?
- I don't think there is any question.
- A lot of it would depend on the location--right location, could catch a lot of the traffic.
- It would also depend on what type of grocery store. Scoleri's considerably more expensive than Wal-Mart or Cub Foods.
- Q: Would a local store actually be used?
- I would do shopping at WinCo.

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- Q: Would you support a local store provided the pricing was right?
- Absolutely.
- Q: Kids, youth programs, what types of things do you think your youth would be interested in?
- Swimming pool.
- Kids go to Fernley or Dayton to play football, soccer, and softball.
- I'm in the pre-k program--three kids in our program that go to Dayton to play soccer.
- Our high school--heard people say that if we had the programs when they're young, by the time they get to high school, better athletic program when they get to high school.
- Q: 100% of high school kids were interested in was jobs; are there any entrepreneurial programs at the schools?
- Not to my knowledge.
- Q: Explain to me--what the elementary school is a distinguished Title I school, what does that mean?
- Different levels of AYT, Title 1 based on Free and Reduced Lunch, High Achieving, Distinguished, or Honor--very good.
- To be a Title I school and distinguished at the same time is unbelievable.
- C: What we've been hearing here is that people have a very good opinion of the school system?
- I've heard that.
- Q: Comment about isolation is due to the lack of public transportation and they tried it once before?
- Yes, because of transportation. And then the money ran out.

Citizens at Large Sessions

Challenges & Problems

- No Public Transportation.
- More for Kids to do.
- Keep the Lahontan Lake
- Apathy--on the community part.
- Lack of jobs.
- Lack of stuff for the teenagers. Incentive programs for jobs, things to make their future go better.
- Lack of parental involvement in the kids' lives.
- A sense of community pride.
- Some rules with teeth so this would be a better community and not what it is right now as far as the way homes are in this area.
- Allowing garbage to stack up as high as your house.
- Work issues--if we had jobs, a lot of the other issues would go away. We need more flexible government to allow more job prospects out here.
- User friendly planning department at the county level.
- Lack of things for the kids to do.
- Youth activities--lack off.
- Ditto.
- Pass.
- Lack of public transportation.
- Getting business and industry out here so we have the jobs.

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- I agree with absolutely everything--beyond apathy and epidemic 'excusitis'--everybody has an excuse for why things can't be done.
- Garbage can be turned into gold.
- Things for the kids to do--give them an incentive to stay clean instead of getting into drugs and alcohol.
- Attitude of the county government about Silver Springs getting anywhere.
- Widespread dittos.
- Community pride--is linked with community identification, community seems to have either no identification or identification it doesn't want--do you want to be felony flats.
- Ditto pride, to people in Carson, Reno, other areas, every time you say you live in Silver Springs you go down, very negative outlook in Silver Springs.
- Drug usage--it should be eliminated.
- Pass.
- Appearance of a community or the ability of the community to shape its community--to be able to access the confidence of our community--say go get this done and here's how.
- Learning about other ways to do things and counter-act the negative image.
- Learning about other ways to do things and counter-act the negative image.
- Take hold of ourselves and empower ourselves to be what we want to be.
- Extended education deal--if we had the youth facility down here we could teach survival skills--construction skills, mechanical stuff. Teach things they don't get in standard high school curriculum.
- Community involvement, we've got some great people sitting here tonight, great people in this town, it's getting them all together, working them all together, work with the county to get things done.
- County government suppression of Silver Springs, they don't see Silver Springs as worth anything so they want to keep it there in that condition.
- Yerington, they don't like Silver Springs. It is the center of the universe and they don't want anything to do with us down there.
- Employment is the main thing--if they do the USA Parkway, it cuts time off the travel, and long commute... that sort of thing is good for the divorce lawyers...but not much else.
- We don't have a larger store that could have a bank or a pharmacy people in it.
- County staff at employee forum said, "We don't want Yerington to be like Silver Springs."
- On the County Website, it said up until a couple years ago that Silver Springs was a disappointment.
- Approach we need to take of the vast array of invasive weeds everywhere--agriculture UNR to bring in sheep to put the kids to work, something that isn't child labor.
- The completion of the USA Parkway is a challenge.
- There are some major, major flood problem issues that need to be addressed in order to enable commercial and residential development or redevelopment.
- Want to complain about the political situation in the county--outside of Yerington we have the greater population base, maybe the challenge is to do what we can from the voting block perspective.
- Ditto --even phrase that in a slightly different way, child in parental situation, if child doesn't feel parent is proud of it, child doesn't want to grow. Reno, Silver Springs is 'felony flats'; we don't get support from Lyon County Planning and Management.
- Stop looking at what happened in the past, start looking forward, new future, get organized, let's move forward, challenge is that people are still living in the past.

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- One of the challenges is bringing our community together to become our own township--we are told what to do Yerington.
- One of the challenges is that many seniors in our community do not want any changes--they like being able to have their houses and property look a different way than newer.
- No outlet for any local artists, perhaps mini-marts need to be encouraged to broaden their merchandise so that people with creativity don't have to wait for a garage sale and give it away.

Assets & Strengths

- There are none.
- Ditto--there are none.
- The Lane put down Spruce, Dedoar in front of school and Atkins.
- Proximity to Lahontan Reservoir, even when it's a trickle of a mud flat, it's still a gorgeous place to go.
- Central location, get transportation going and be the center.
- The Lake, lot of parks around here.
- The pole plant, they employ a number of people here in the community, probably the biggest employer here.
- Lake, airport big asset yet to see its potential.
- Two major intersections.
- We have state parks here--Dayton State Park, Fort Churchill State Park.
- Almost dead center in the county, sitting at the cross roads.
- The education system here is wonderful. For being Title 1 schools and distinguished schools because of test scores is an asset.
- Only thing I could add to that is the fact that we do have our infrastructure in our town, town area, we're poised to grow.
- When economy gets in, road gets in and all that other stuff happens, we should be able to draw some quality tract in here.
- Lot of visitors to the Lake, but I think one big asset we do have is a lot of wallets that go through here--we need to empty them.
- I feel safe here.
- It's cheaper than to buy a place in Yerington or Reno/Carson City.
- Silver Springs Airport.
- Location, location, location--we have a remarkable location, intersection of two highways, and railroad a quarter of a mile or half mile east of here.
- Silver Springs Airport, Lyon County Fly-In, would like to see it bigger than it has been. You can come out here and you can get property with your home--not bound in with neighbor six feet away.
- Centrally located hub--wherever you want to go, highway in every direction here.
- Small core of volunteers that seems to be prevalent that wants to be involved in community development.
- Good senior center, meals on wheels services in town.
- Our growth here over the past few years has brought a lot of money into the community; now need to find ways to spend it within this community.
- Four corners--we are the center of the county.
- Lake is a huge, huge asset.

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- Open space that can be utilized by good planning into redeveloping this town into something that we can be proud of for the future.
- Master Plan, we're a step closer to becoming a better community.
- Greater area is filled with a lot of natural beauty and that's enhanced by a lot of good weather.
- Ditto weather.
- Master Plan is there--USA Parkway a lot to do with that, our location looked at in all of that, if the highway opens up, airport becomes a Major Player in that, where are they going to go. What is going to keep them here?
- Hodges Transportation--big employer, community involved and family oriented.
- Landscape we have on the outside, wild horses, lots of things on the outside.
- We try to get involve--call the county in Yerington, and reported a house, and had to fill out the paper work, if people own house they don't do anything there's nothing we can do about it.
- Silver Springs got a lot of things going for it. No one to do anything about it. Stays like this, it'll stay the same.
- Seeing in small incremental ways, a change in the folks, smaller group going, and core group of people becoming more and more involved and interested in community.
- In 2000, it was pretty awful, people, who had a lot of power in this community, fought us and spread a very negative influence, and kept that perpetuating for a long time. Finally that went away.
- Once that went away, it was a huge wave.
- Since that has happened--very satisfied, core group of people becoming more and more a big asset.
- Q: Core group that has recently developed, is it expanding in terms of numbers?
- Two years ago, there were 4 people who were doing everything and now there are eight.
- Asset hasn't been totally developed yet--business to business communication and cooperation. People that are in here we develop that thing, it'll get some legs.
- I've seen the core people that seem to volunteer has grown over the 5 years I've been here. Kind of people who have moved in who want to see things done.
- Growth potential for business, residential, recreational.
- Chamber and founder's day celebration every year.
- People, a lot of them have been slapped down by the people in Yerington, and learned not to raise their head again.
- Carson River coming right through Silver Springs, and the outdoor activities out here.
- Recreation. Ditto.
- Absolutely the persistence and persevering people that encourage each other that say they're not going to take it any more. "We run people out of town with death threats, etc."
- Lyon's Club--has taken on Penny Park and Maintain that once a week, cleaning up homes referrals through the human services, we've mobilized group of people to clean up 4-5 homes.
- Outdoor activities--we could be such a tremendously advantageous activity for outdoor--Equestrian, Speedway, River, Lake, hub for outdoor activity.
- Proximity to Fallon Naval Air Station.
- Arts & Entertainment group that it is in Silver Springs.
- Fly-In, last two years set a record in the state for flying kids, whole fly-in is based around youth. Flew 172 kids with 8 airplanes, this year supposed to be 13.
- Silver Stage Task Force has started a community garden and a farmer's market in the past year.
- To date, each community has been self possessive about craft shows and fly-ins, beginning to see a more regional participation. Cooperation, need each other, can make both events bigger by

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working together.

- Also a Silver Stage Youth organization trying to get a youth center and a pool and things like that.
- Tahoe-Reno Industrial Park, always felt from a housing point of view that we are a housing community for those blue collar workers.

Projects & Initiatives

- Super Market
- Drug Store
- Fast Food
- Store with Pharmacy In
- More businesses.
- Truck stop that comes through here would be phenomenal.
- Short-Term:
- Nice flat area out here, can work on bringing in tennis courts, skating rinks, sort of things good for outdoor recreation.
- Trust factory--end of the month in Yerington, foreclosure, what an asset that could be for any type of group that could purchase that.
- Finish that damn highway--the USA Parkway, they've been promising it for 10 years.
- Long-term: Figure out how to attract industry and business.
- Public swimming pool.
- I'd like to see the jail/safety complex moved to Silver Springs. Short of deputies; lose 4 hours of deputy time when we make an arrest.
- Long-term: Like to see Silver Springs as an Independent City.
- Recreation center for the kids.
- Vocational center for the older kids--teach them a trade, help them get a life.
- There are a lot of new people in this community that aren't involved--spread word of mouth, tonight's meeting, see people start volunteering for stuff, if they did, there'd be more stuff to do.
- 4-H projects--run feed store, offering back for 4-H clubs, nobody is interested in 4-H.
- Working on our image, brought up our image using each other to draw in people. Have the Lake, all of these other things. Local businesses that get involved enhance volunteer, tourism that goes to Lake.
- People buy stuff, going Vegas to Reno, driving through town in dark, have family in car, not going to stop here, going to go right on through. Doesn't look like a comfortable place to take family out.
- Work on letting people know it is a safe, community-oriented place.
- Create a habitat for humanity, but the purpose would be to coordinate the moving of trash, help people too poor and elderly to move things. Voluntary but at same time funded.
- More economic development. Falls back to County Commissioners not wanting it to happen here. Need services and jobs here.
- Like to see a training program for the county management staff so they learn how to do things.
- Motel. Grocery store. Pharmacy.
- Long-Term: Initiatives to expand economic development, industrial growth can go from there. Community Assessment so vital now--if you don't send in, we don't know what you need.
- Access Roads along highway 95A in order to access the existing buildings, not a welcoming situation, and have to drive through mud in the winter time.

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- Access Roads along highway 50 too.
- Need extension of sewer and water to our industrial area, need to get ready, need sewer line at the airport, sewer lines, and water lines to be able to be ready for economic development.
- A community pride, a clean up, pick up, mobilize around that etc.
- Youth leadership resources are there.
- Got people power.
- Master Plan, at least get started with it and do something so that they can see we're trying.
- See what needs to be done.
- Get legislature to make sure that Lahontan doesn't drop below a certain level--keep fishery, and not worry about lake being good or bad for tourism investors.
- Sports complex for high school and public, a whole more or less fairgrounds that we don't have in Silver Springs.
- Drainage problem that we have coming down that puts us in a flood plane for growth.
- Youth facility--for kids here is one of the most key short-term things that need to be done.
- Need a commitment from county or somebody to start the development in the center core where we have it already established--get the first business in that core
- USA Parkway--getting it completed, however we got to do it, go kiss Reid's feet, whatever we have to do. Going to get more people out here, going to spend money.
- Long-term: Sports complexes and all of that dittos.
- I wish that you guys could give us a magic formula--reader board that any volunteer organization can put anything up there, puts it up there, we've tried and tried and tried to get volunteers help.
- We passed out 2,000 fliers, what more can you do to get not a very good turnout, how do you get these people involved.
- Eventually see a solar farm, or a wind generating power, if we're a city, try to be electrically self-sufficient.
- USA Parkway is the key to getting commuters to TRIP.
- If we're not ready when that parkway comes through, somebody else is going to step in and capitalize on that, and it's not going to be Silver Springs. More and more people drawn away from Silver Springs.
- Proximity we're going to have to Sparks--can buy property for this much, next to the Lake, this is great. If our infrastructure is not ready for that, it's not going to work.
- Have to change how everybody else looks at us, get them to want to work with us to build Lyon County.
- Something here to draw that--go from here into Reno, going other directions, going right through here when they do get here.
- I can see something that would be good for Silver Springs would be to create somehow a facility, Quartzite, Arizona, RVers, our population could grow like that here. We could encourage that.
- Long-term nice hotels, not Howard Johnson or anything but encourage creativeness, for instance the long houses, even Nepal old Buddhist monasteries, want little room for sleeping room.
- We ought to encourage solar and wind power businesses out here--have all open spaces. Ideal place to do sustainable energy and promote that. Solar power at new fire department.
- Solar is a great idea--can't go wrong with that at all.
- Amount of people at lake during holiday seasons--a lot of people out here. That's the time that community that needs to be involved to change the perception of Silver Springs.
- Any grants or anything out there that we could apply for a newer, state of the art reader board.
- Initiatives, related to short-term, a lot of people in this room that work for months on Silver Springs-specific community plan, really good one, for most part incorporated into countywide

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Master plan.

- Push community plan, as far as getting ready. But it's just a plan.
- Where can you see it.
- I'd like to see more paved roads and more transportation out here.
- Lyon County--lived here for 15 years, and we were talking about these issues 15 years ago.

Other Comments

- Q: You outnumber Yerington in major ways; if you would get organized it does have an affect.
- Q: What change would you like to see happen that hasn't happened?
- 15 years ago talking about USA Parkway, then 5-7 years and it'll be here, then it went back to 5-7, and that is something that been discussed and breathed.
- Q: Have they ever had a meeting outside of the county seat?
- They had one here last year, but they don't take any action out here.
- Q: Who founded Silver Stage task force?
- She single handily started a community garden, and started a farmer's market, also runs the Dollar Store.
- Task Force proposed of parents that volunteers for youth projects.
- Healthy communities' coalition has a representative there that structures the meeting.
- Six people are the only ones talking about health and fitness fair April 24th--plan the whole thing, get the vendors to come in, get immunizations for children, things that other organizations cannot do.

Major Themes
Stagecoach

Basic Services

- Youth
 - Activities
 - Schools
 - Drugs
 - Jobs
- Community Center
- Senior Center
- Post Office
- New Fire Station
- Public Transportation
- Roads
- Medical Care
- Recycling Center

Economic Health

- Better access to Jobs
 - USA Parkway
 - Closer to home
- Home Based Businesses
- Local market/Gas Station/Services

Identity

- Engagement
- Information Sharing
 - Website
 - Logo
 - Resource Guide
- Clean Up
- Planning
- Not Silver Springs
 - Post Office

Preserve Rural Character

- Help Each Other out
- Outdoor activities
- Star Gazing
- ATV's
- Horses
- 1 acre per household
- Equestrian Center

Stagecoach Comments:

Citizens at Large 1

Challenges & Problems

- There is no logo at all representing Stagecoach, we could have a silhouette saying welcome to Stagecoach. We need something to be recognized by.
- I would like to see to pull community together--people for the most part like each other, by the time you get the word out, the event has usually happened.
- I think that coming together would be great, if we could get everybody in the community to kind of agree on a general purpose, everybody work together and pull together.
- Keep kids, preteens and teens from getting bored.
- I think it is lack of employment; it is a central issue to everything else.
- Ditto on employment. Unemployment here is terrible. Many people are losing their homes because of it.
- A youth center or something like that where you have nothing. Stagecoach never gets its rightful say because we're always underneath Silver Springs--own Post Office and township.
- Keeping our taxes in our community--we pay our taxes but they go in other directions other than Stagecoach.
- We need to stop the taxes from going up--they doubled all business fees. No real estate taxes raised. We have another problem--higher unemployment than a lot of areas, need to get road through.
- My initial reaction to everything is what community--I see no community.
- My concern with this community is the number of empty homes we have--because of things I've heard here. We have more homes becoming empty in Stagecoach. Not a good sign for the community.
- I think we need something for the kids out here, there is nothing for them to do, summer is coming and they're just going to get into trouble.
- We need somebody to buy that store and fix it up. We need to have something out here besides that store that charges a fortune but says the lowest prices in town.
- Biggest problem is a lack of communication of what is going on in the neighborhood. Stagecoach blog, what is happening for kids, games, schools, etc, community services.
- The roads. All of them but the paved ones. The ones that you sink into and can't find your way out of.
- Dust and wind.
- Talking about the roads--we need a lot of transportation--bus would come and stop to pick people up, went back and forth to Carson. Some people can't drive, retired can't go anywhere.
- Doesn't the senior bus take them somewhere for their doctor's appointments?
- Yeah, but you have to catch it in Silver Springs.

Assets & Strengths

- I love the open spaces; I love to be able to see the stars at night. When I lived in Carson, you couldn't see the stars at night.
- The school system is a lot better than what Carson was.
- Dirt.
- Can actually talk and not hear your neighbor.
- I own 234 acres, nice peace and quiet.

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- I like the fact that we're rural and we're not busy.
- I think we should be a little busier--more retail and industry, but not so much that it takes the rurality.
- I like this area because it is rural, you can see the stars, it is a bedroom community, but that is also part of our problem. People work elsewhere; don't have time to get involved in local things.
- We have unlimited recreational opportunities in this area--river, Lahontan, hills, great place for dirt bikes.
- Good thing is location--it is in between Dayton and Silver Springs. We're in the center of that, and it is a good thing.
- The school system around here is the best--they're very, very good and the teachers are wonderful--foster grandparent at the school and they're taught well.
- At least an acre a parcel--property not on top of each other like Dayton, Fernley, Carson.
- Can watch Coyote run by with the rabbit in his mouth, which is interesting. Wildness.
- Access to BLM property is one of our biggest assets.
- The kids, they can ride up the road on the side of the road without being harassed by the cops taking them to jail.
- The friendly people. When I grew up I grew up out in the country.
- Four seasons--and like I said the schools are great.
- Access to public land that is unfettered.
- Really close to art and culture in Reno and to Tahoe and great outdoor recreation.
- Hour you can be in Tahoe, hour you can be in Fallon, hour you can be in Reno. Where else can you be to watch the wild horses come up to the fence.
- We have an amazing bunch of very creative people here in Stagecoach who have home-based businesses, while they're not raking in the money, they do well for themselves.
- The people--friendly, open, honest, some boring, some frightening.

Projects & Initiatives

- USA Parkway to be put through--like yesterday.
- Getting a website, so people can get out there and find out what is going on in the community. Give them all the necessary things to cement the relationship.
- Want the person who does that website to live in Stagecoach--tired from people from outside coming in and taking the jobs.
- I would love to see some business here in town, in the city, whatever you want to call it. Do live in a rural community, but kind of like a town base because you don't have to walk .5 mile.
- Only people who stop are drinkers who say, "Ah, there's a bar, let's stop."
- Good sized multi-purpose community center, senior center, teen center, Boys and Girls club, have to have paid staff.
- Ride through town, you're struck by the amount of junk that you see from the highway. Lived in people where you have Community Association Nazis and Car cops, clean up to attract business w/1Q free dump.
- People are not working; last thing they're thinking of is taking 15 refrigerators out of town.
- Arcade for the kids, or Movie Theater, bowling alley, something to keep the kids where they are occupied or even the teenage kids where they can get a job.
- McDonald's.
- We need private industries or something in here for the kids to work at, if there was a business like a McDonald's, maybe somebody would be interested in building an RV Park.
- Post Office.

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- It takes money, once you say you want this, and then all of the sudden you're getting more taxes, we don't need more taxes, we need more jobs.
- One or two houses--can't keep building the fees.
- Medical--so we wouldn't have to go to Lahontan.
- I want my mail delivered to my house.
- They don't do that anymore though.
- In some places they do.
- Just put it in the right mail slot--I got somebody else's Southwest Gas. I had to put it back in.
- I'd like to see an Equestrian Center some place.
- I would like to find a way to help those--code enforcement, my neighbor's yard is junked up, and there are people who cannot do it themselves. Program to help these people clean up their yards.
- Grocery store and daycare center to help some of these younger people out that can't go to work because there is nobody is close enough to watch their kids.
- The national debt paid.
- Ditto.
- Some type of a strip mall that would handle the neighbor's needs, other than the one joke grocery store that we've got left. Maybe even a Starbucks that would cause people to stop on the highway and allow neighbors to chew the fat.
- A community center is kind of a long-term project--will be a possibility.
- Equestrian center and a race track for horses.
- Process of supposedly building a new firehouse--million dollars short of being able to get it done. As soon as they get it built, moving out of the other end of this building. Hopefully turn that into larger community center.
- Senior citizens--tough for them to have to drive to Silver Springs, lot of them can't drive after dark, would make for a better community.
- As an annex to our multipurpose community center--would like to see a recycling center where people can bring in donations and the place sorts, organizes and disperses it--people come in on designated days to take what they want for free.
- We have that at the church--by R&S Pizza that does it--they're not open too often.
- Silver Springs has City gas, and we're stuck on propane--have no clue as to why there is no public access on the south side.
- Like to see not the paved roads, but the unpaved roads taken care of more. They are really bad, south side, rain came in, and it just destroyed the road, and we have huge potholes and you have to drive around them.
- We had a river in our yard.
- A swimming pool--a water park. That would be good.
- I don't want to take away from the small town atmosphere, if we had some kind of motel or hotel where people could come and stay over when they have the big things like August Nights and stuff in Reno, make jobs.
- Especially if that road gets built.
- I'd like to see the roads get paved, stick to the Master Plan that you guys enacted a while ago.
- Equestrian complex would be great--I think it would help the area.
- I would like to find some way to attract the people to provide the services we need to live closer, or not charge as much for gas, or whatever when they come out. Plumber wanted \$150 to park in front of the door.
- I know we got people who will work in the area who are licensed that would be able to help--get some of those guys and have them work here, they live here.

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- Put it on the bulletin board.
- Didn't know about the church clothing program--how can we find out what kind of programs are available to the community to work with. Not just to apply for grants, how do we start a food bank, clothing program, etc.
- We have a food bank more or less the Bingo is a food bank.
- Some way to show a directory, or some way to list. Here is how you can help.
- I have addresses, but I can't afford it being a senior living on social security disability.
- Four lanes of highway from Chavez to Silver Springs.
- A bus route to get somewhere.
- A basketball gym for the public.
- Implement a biyearly community cleanup where everybody that can just gets together, help form community. A lot of people are just overwhelmed, once you get overwhelmed, really hard to change.

Other Comments

- What is the access to the web and internet out here?
- Well we have some good access depending on where you're out--they install a radio out there.
- It is not the broadband, but it is OK.
- Does anybody have a handle or an idea of the number of home-based businesses that might be in Stage Coach?
- At least 25 and maybe they're more. Most of it is creative work. People who are making their own cookbooks, sewing, candles, soap making, weaving, research, etc.
- Is there any kind of a local home-based business association where people get together and share ideas?
- We don't have a Chamber of Commerce or anything like that.
- If you have that number of businesses and access to internet, maybe look at some type of business association here.
- Natural gas on North Side of 50, and South Side of 50 all Propane?
- Not everybody has gas, but it is available.
- What type of industry would you like to attract?
- Light industry, tool dying, stuff like that.
- Green manufacturing.
- RV Park idea--40 acres, put part of it off, could keep some campers on there so people could spend a night here, little ideas like this.
- Bed and breakfast, same idea.
- We looked into getting a website, we do have Stagecoach.com domain name, we decided not to do anything with it at the time because of advisory board issues. Open meeting things, couldn't post agendas, minutes, etc.
- We couldn't separate the governmental and the community.
- Does Stagecoach have a budget?
- We have \$250 a year.
- If you have 25 businesses, would they join a business association?
- You can't, at that point you couldn't.
- Can it be separated, put advisory stuff on Lyon County Website?
- It is there.

- Just like you're going to e-mail your friends.
- First thing you want to do is identify somebody here that could be a webmaster--somebody other than the town board that could be here.
- How many people have access to the internet?
- Almost everybody--only ones that don't are seniors who don't, or people who for whatever reason can't afford to be on it.

Citizens at Large 2

Challenges & Problems

- From Silver Springs: No one is involved in the community in anything
- Afraid this is going to become a homeowner's subdivision or homeowner association, not interested, moved here to get away from that
- Isolation, a lot of people who don't work together, don't know each other, doesn't seem there's much happening but yard sales community oriented things
- I like it like it is, came from California, like this rural area not interested in growth and wants to keep her well and not be forced into public system
- people should keep their dogs locked up
- Biggest challenge, no legitimacy, no post office, red headed step child, most maps don't even mention the community. Lives 15 miles from his post office in Silver Springs
- lack of organized things for kids to do after school
- no post office
- alcohol problems, ATV going up and down the road due to loss of licenses
- no post office I don't live in Silver Springs and cannot have my own driver's license
- Agree, activities for the kids, no activities for seniors either
- post office important
- no problems here, don't like the stop signs
- growth, planning for new development
- code enforcement lacks
- dust
- enforcement of garbage, cars animal control
- major challenges
- has a list
- best challenges
- roads are a mess, all dirt and no pavement or chip sealed
- concerned about becoming an urban community, several agreed
- open space, open land, don't want to be encroached want to ride
- county enforcement of CCR's dumpy yards, no garbage clean up, cars are strewn all over yards,
- Same
- roads are a mess, all dirt and no pavement or chip sealed
- the only way to get a good road is to have a school bus use it
- all of the above
- post office important
- activities adults youth

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- dirt roads
- we could not qualify for grants because we had no community assessment
- we don't count, the assessment is first step to build a senior citizens center and get the facts about the town and hear from the community
- Stage coach is lumped into Silver Springs; they have nothing to offer us.
- we are the forgotten land, they don't enforce ATV use, they don't enforce the laws, been to many commissioners meetings; this is a community that is FORGOTTEN
- we have to go and fight for every penny because no one cares about us we need to qualify for services
- we can't even get our own zip code
- we have 3000 people and growing
- don't want to turn out like Dayton
- hate the cars and junk and need a code enforcement officer
- clean up is needed
- don't want higher taxes don't want improvements
- 19% unemployment
- lack of planning and master planning
- do something
- don't want any jails don't want apartments

Assets & Strengths

- tight knit
- wells septic tanks,
- community center
- open space
- fresh air
- parks and ball fields
- rural valley of our own between Dayton and Silver Springs
- night skies
- lighting ordinance keeping the night skies
- loves the night skies and sunsets beauty
- weather
- people are an asset, very much good people, stuff isn't getting stolen no theft
- sense of community need sugar, need to be gone, people help, watch out for each other, they take care of problems themselves,
- we stand up for ourselves
- good community mostly good people, great community want it to stay like it is
- never had locks for days , no robbery
- agree
- moved from Carson, grand kids love it here they can run and play
- trust his neighbors and know them good place to be
- agree, the people are our greatest asset in Stage Coach, honest hard working very few problems
- closest neighbor is 100 yards away, love the distance, grand kids love to play with the dirt and the ruralness

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- agree, such a great place, such great skies
- love the wild horses and open spaces
- quiet, elbow room
- love the people
- we enjoy the neighbors, the peace and quiet
- agree with everything
- love open spaces
- neighbors are helpful everyone is self sufficient
- agree with just about everything we didn't lock our doors, clean air except when it is windy, the stars and skies
- very happy here
- peace tranquility the solitude, lack of people,
- sheriff's department is the best
- want privacy but need the neighbors
- but need to be more positive
- keep crowds out
- privacy and tranquility
- ATV situation training county ordnance, ATV park so they can quit ruining the land
- Agree
- long term this has to stay a residential community,
- quality of life

Projects & Initiatives

- nothing
- post office here
- post office here
- new fire hall
- post office here
- USA highway to Reno
- nice market
- post office here
- agree
- no crowds
- post office here
- bring in manufacturing
- bring in jobs to those empty buildings in the county light industry employ locals
- bring in additional revenues
- Resources to give people jobs
- road improvement
- vote so that they can have more police
- no manufacturing, some sort of incentive for commercial and retail development
- post office here
- need businesses to bring in a post office

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- incentives to bring in commercial development
- tourists development
- misfits flats hosted a movie once
- develop some tours or add mustang races
- adopt the wild horses
- movie development
- tourism would bring people to us
- make this a destination, bring money and then go home
- grocery store
- gas station
- incentive to fill that up
- keep acre per person
- post office here
- dust control bring in EPA and the fugitive dust program enforcement
- drainage improvements when it rains, no drainage plan
- abatement of abandoned buildings
- short term deal with abandoned chemicals, cars, oils, houses, oil, anti freeze, hazardous waste being put into the water table
- wants to see the planning get done
- fully manned fire station for safety sake takes an hour to get help
- sanctuary for wild horses
- dust control drainage storm water
- long term planning, senior center,
- a big but local senior center that gives the locals a place to gather
- food distribution here
- post office
- highway 50 4 lanes,
- community garden
- service station and grocery store
- take care of the legal issues on the store and open it up
- utilize wind power, put in a renewable energy project
- need to use the wind and put it to effective use
- moratorium on growth, limit roof tops
- long term planning limit residential growth
- public transportation
- equestrian center
- beauty/barber shop
- free dump Saturdays or once a year or something

Other Comments

- what has happened that after all of these years you don't have a post office
- One thing that came up was want to pursue grants private or public?
- all of the above

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.

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