

APPENDIX III --Trails to the Future Visioning Project Community Choices for Comprehensive Planning

A good community involvement project allows participants to express their opinions and priorities, and creates a sense of ownership in the implementation of the plan. It helps to clarify values, attitudes and preferences in the community. The process promotes the identification of alternative proposals and solutions, and gives direction and confidence for the decision-making process.

The "Trails to the Future" Visioning Project included the design and implementation of a series of community participation activities in support of master planning for the City of Winnemucca and Humboldt County, Nevada. There were two essential objectives for the project:

- Determine community values and preferences that would guide the plan
- Determine community choices for future land use locations

Alternative sets of activities were designed to engage the community in response to project objectives. They included traditional attitudinal surveys, interactive planning murals, community values story boards and a color-the-map exercise.

During the second week of May 1999 attitudinal surveys were conducted with community interest groups such as the Chamber of Commerce and Lions club.

Surveys were also conducted with three high school government classes and at the Senior Citizens Center.

Teams were deployed at six different sites—post office, food stores, downtown and shopping centers—over a two-day period as community listening posts.

Citizens participated in the values story boards exercise on planning issues.

These activities were followed by a community dinner and workshop attended by approximately 170 citizens.

The results of the data collection are described in the tables on the following pages.

Special Places Survey

The Special Places Survey was conducted both during the community workshop and during a visit to two government classes at the local high school. The survey listed the most popular and prominent locations in and around the community. The option of not specifying any particular place was included as well as the option of writing in another location. Respondents were given the survey and instructed to choose their three favorite places.

SPECIAL PLACES SURVEY				
Place	Community Workshop	High School	Total Responses	Rank
Mountains/Desert	58	14	72	1
My Neighborhood	38	13	51	2
Water Canyon	27	15	42	3
Downtown	14	22	36	4
Library	32	0	32	5
City Park	23	9	32	5
Fairgrounds	21	6	27	7
My Church	23	3	26	8
WalMart	17	8	25	9
School	17	4	21	10
No Single Place	19	1	20	11
Golf Course	15	4	19	12
Winnemucca Mtn.	10	6	16	13
Courthouse	14	2	16	13
Other	12	4	16	13
Museum	6	0	6	16
City Hall	3	2	5	17
Along River	5	0	5	17
Total Responses	354	113	467	
Total Respondents	115	37	152	

The results of the survey indicate the importance that residents place on the surrounding environment and recreational opportunities. These abundant outdoor opportunities—so close to Winnemucca—are appreciated assets and help to shape the area’s image. In addition, community facilities such as the library, parks and fairgrounds ranked highly. These are quality of life issues critical for building a healthy and desirable community. The choice of downtown as a special place is a good sign—recognition of its role as an economic anchor and community focal point. Finally, it’s important to note that many respondents chose their own neighborhoods as a favorite place which underscores the role neighborhoods play within the community and the need to pay special attention to them in community planning.

Sustainable Choices Survey

The Sustainable Choices Survey asked respondents how they felt about selected attributes that sustain community. Its purpose was to identify specific areas of consensus on strengths and weaknesses of community life. The survey reveals that the community's greatest strength is its air quality, and its greatest weakness is the economy.

	Disagree				Agree	
Question	1	2	3	4	5	Total
1 Building a sense of commitment	3	5	18	25	33	84
2 Develop a common vision	6	18	32	20	7	83
3 Living wage jobs available	8	17	26	17	13	81
4 Education and training available	7	22	26	20	12	87
5 Affordable housing available	14	26	25	12	7	84
6 Committed to well-being of community	5	13	29	25	10	82
7 Purchase goods and services locally	4	20	28	24	4	80
8 Local businesses are innovative	4	19	30	17	8	78
9 Businesses add value locally	7	17	24	15	12	75
10 Natural systems are ecologically healthy	4	10	23	27	13	77
11 Citizens participate in community activities and organizations	4	14	18	28	13	77
12 Sufficient diversity in local economy	31	27	14	4	1	77
13 Promote biological diversity	3	20	30	14	6	73
14 Local organizations help community define and advance economic, social and environmental goals	5	7	29	26	4	71
15 Adequate infrastructure	16	19	17	17	8	77
16 Adequate social support networks	6	12	28	21	7	74
17 Water quality and quantity adequate	16	13	14	27	14	84
18 Air is clean to breathe	0	1	9	21	44	75
19 Practice energy conservation	3	20	38	12	2	75
20 Natural resource lands protected	8	12	28	15	9	72
21 Critical habitats identified and protected	5	14	25	19	12	75
22 Reduce, reuse and recycle solid waste	24	19	19	8	3	73
23 Dialogue about natural resource lands	5	10	33	21	5	74
24 Positive working relationships	4	13	32	24	8	81
25 Take advantage of external markets	4	21	34	12	7	78
26 Businesses work together	6	4	20	29	19	78
27 Public organizations cooperate to improve services	5	10	28	28	9	80
28 Consider well-being of future generation	5	8	28	26	14	81
29 Access to community decision-making	5	11	17	27	18	78
30 Burdens & benefits equitably distributed	15	20	21	16	8	80

Listening Post Survey

Ten statements describing a variety of community values were generated from previous surveys and comments made by community members. The ten statements were selected to represent the most significant issues facing the community as they develop their comprehensive plan. The objectives of this activity were:

- Encourage people to participate in an informal citizen participation activity to indicate their priorities for values to guide the development of the master plan for the community.
- Demonstrate community leaders' commitment to listen to citizen perspectives.
- Encourage people to attend the Community Planning Workshop the following evening.

Five busy locations were chosen for Listening Posts. Passersby were given a brief overview and a handout with instructions.

LISTENING POST SURVEY			
VALUE STATEMENT	COUNT	RANK	RESPONDENTS
Importance of Planning	179	1	56%
Water Quality and Supply	179	1	56%
Smart Growth	155	3	49%
Private Property Rights	134	4	42%
Preserve Open Space	131	5	41%
Downtown Revitalization	128	6	40%
Cultural/Historic Preservation	96	7	30%
Environmental Protection	95	8	30%
Political Leadership	88	9	28%
Reduce Economic Leakage	86	10	27%
Total Dots Placed: 1271			
Estimated # of Respondents: 318			

The fact that participants chose planning and growth issues among their top concerns shows their recognition of its importance on the community's future. It may also reflect the fact that those most interested in planning participated in the workshop. Water issues were equally important and will play an increasingly important role for future development in the West.

Community Values Survey

The Community Values Survey was conducted at the Winnemucca convention Center as part of a larger evening community workshop. The Community Values Survey contained 19 values statements. Ten statements were taken directly from the Listening Post activity without modification. Nine more were added for this activity.

COMMUNITY VALUES SURVEY			
VALUE STATEMENT	COUNT	RANK	RESPONDENTS
Smart Growth	60	1	71%
Education is Key	55	2	65%
Downtown Revitalization	46	3	54%
Importance of Planning	43	4	51%
Infrastructure Improvement	40	5	47%
Water Quality and Supply	27	6	32%
Private Property Rights	26	7	31%
Environmental Protection	21	8	25%
Public/Private Partnerships	21	8	25%
Social Investment	21	8	25%
Preserve Open Space	20	11	24%
Good Neighborhoods	20	11	24%
Cultural/Historic Preservation	19	13	22%
Community Involvement	19	13	22%
Public Finance	18	15	21%
Political Leadership	15	16	18%
Private Sector Leadership	14	17	17%
Reduce Economic Leakage	12	18	14%
Limits to Planning	10	19	12%
Total Dots Placed: 507			
Estimated # of Respondents: 85			

In general, the ten statements used in the Listening Post Survey were ranked similarly at the community workshop. Planning issues were again at the top and most likely reflected the fact that those most interested in planning showed up to participate. Also important were physical and community needs shared by all: education, infrastructure and water. The more contentious issues relating to personal values such as property rights, environmental and historic preservation, and social needs lacked consensus. Interestingly, the importance of downtown ranked as one of the top concerns, yet reducing economic leakage—critical for a strong downtown—was at the bottom. This may be due to either a lack of understanding of economic leakage or a lack of specific ideas on how to reduce it.

Color-The-Map Activity








The color-the-map exercise involved organizing workshop participants into 15 small interactive groups to create future generalized land use maps of the community. Participants were asked to imagine themselves floating over Winnemucca in a hot air balloon in the year 2020 and to visualize the land use patterns they would like to see. At the end of the exercise, the maps displayed some remarkable similarities. Thirteen maps identified open space as their future land use preference for the river corridor. The preferred land use for the areas of Jungo Road, Winnemucca Farms, the southern end of the Southern Pacific Railroad and the airport was industrial.

ACTIVITY INSTRUCTIONS

YOUR FUTURE LAND USE PREFERENCES

This is a fun group activity in which everyone helps design what the community will look like in the future. Your group has been given a blank map and it's your job to identify your group's preference for future land use.

To complete this activity, attach the colored construction paper to the map to indicate your preferred land uses. Use the generalized map legend below for color guidance, but don't limit yourself to these categories. You are licensed to be creative, use the scissors and pens to add style and specifics to your preferences. Discussion is encouraged, but agreement is not necessary, so everyone should select land uses for the map. Also, feel free to add comments or diagrams to your map.

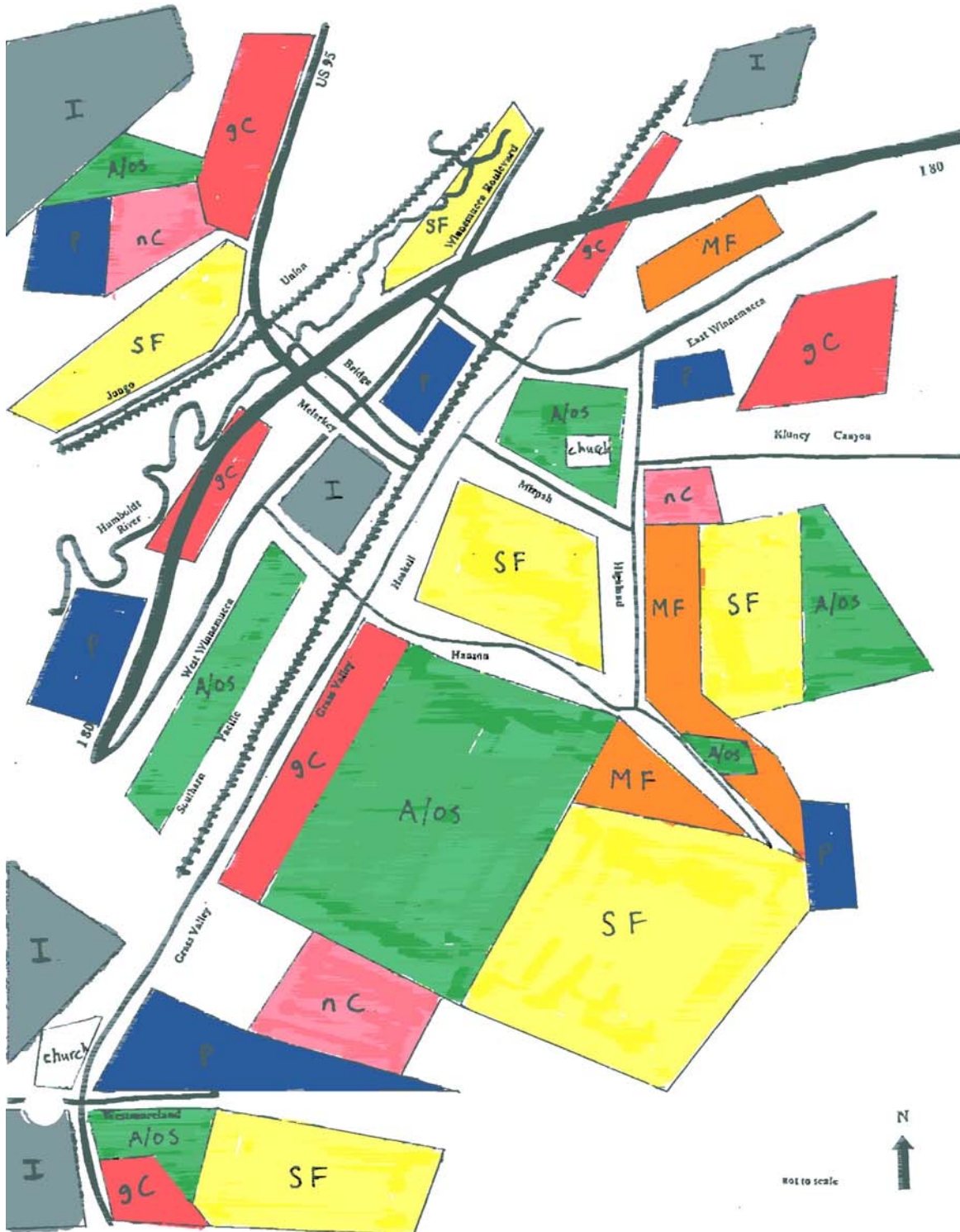
	Agriculture/Open Space (A/OS) --parks, public lands, farm land, and river corridor
	Neighborhood Commercial (nC) -- small shops like mom and pop grocers, cleaners, and video stores
	Public Facilities (F) -- schools, fire and police stations, recreation centers, and hospitals
	Residential (Low Density) (SF) --single family houses
	Residential (Medium Density) (MF) --apartment buildings, manufactured housing courts
	Industrial (I) --manufacturing, production facilities
	General Commercial (gC) --larger stores, restaurants, etc.

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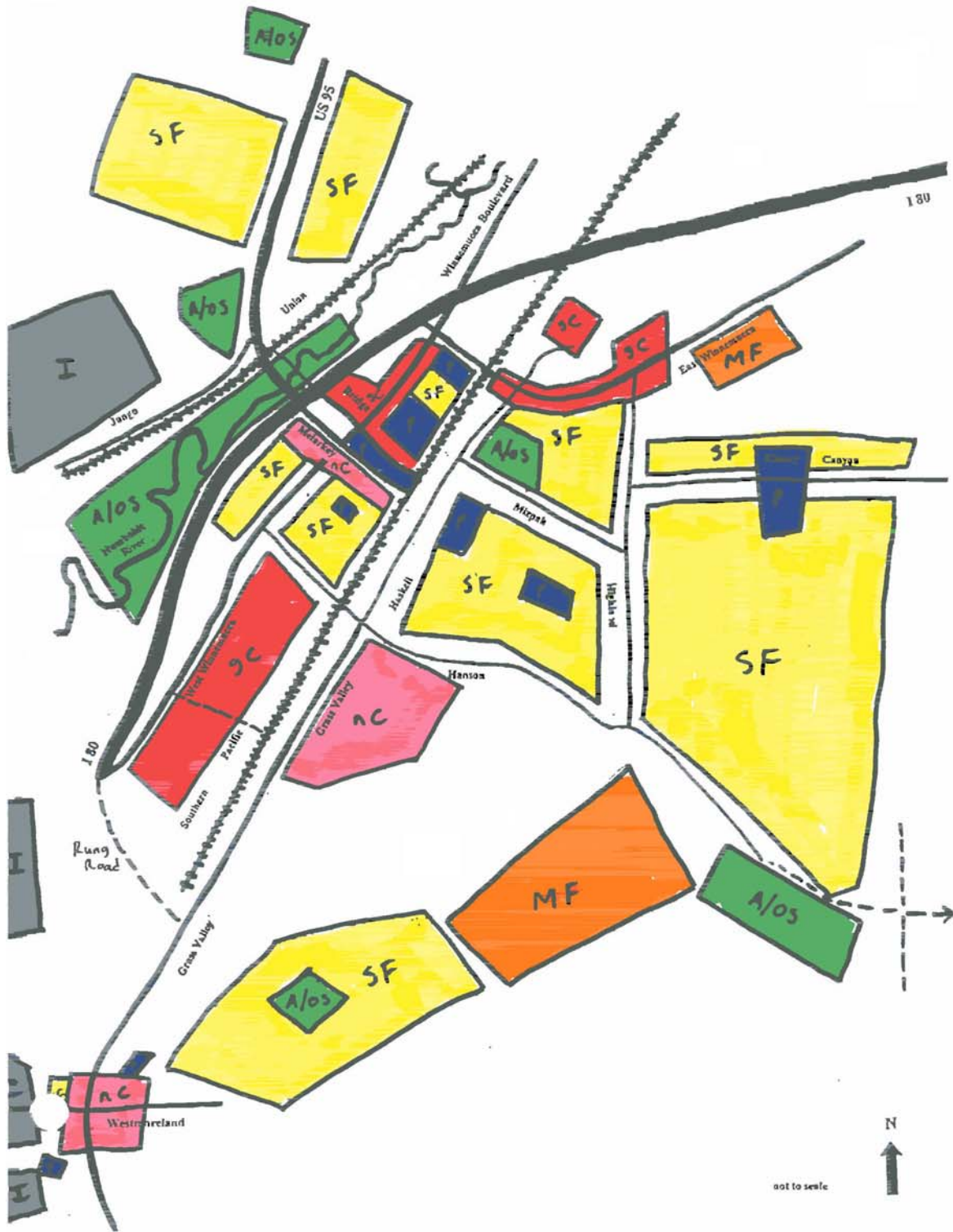
Workshop Map

Table 2

Future Land Use

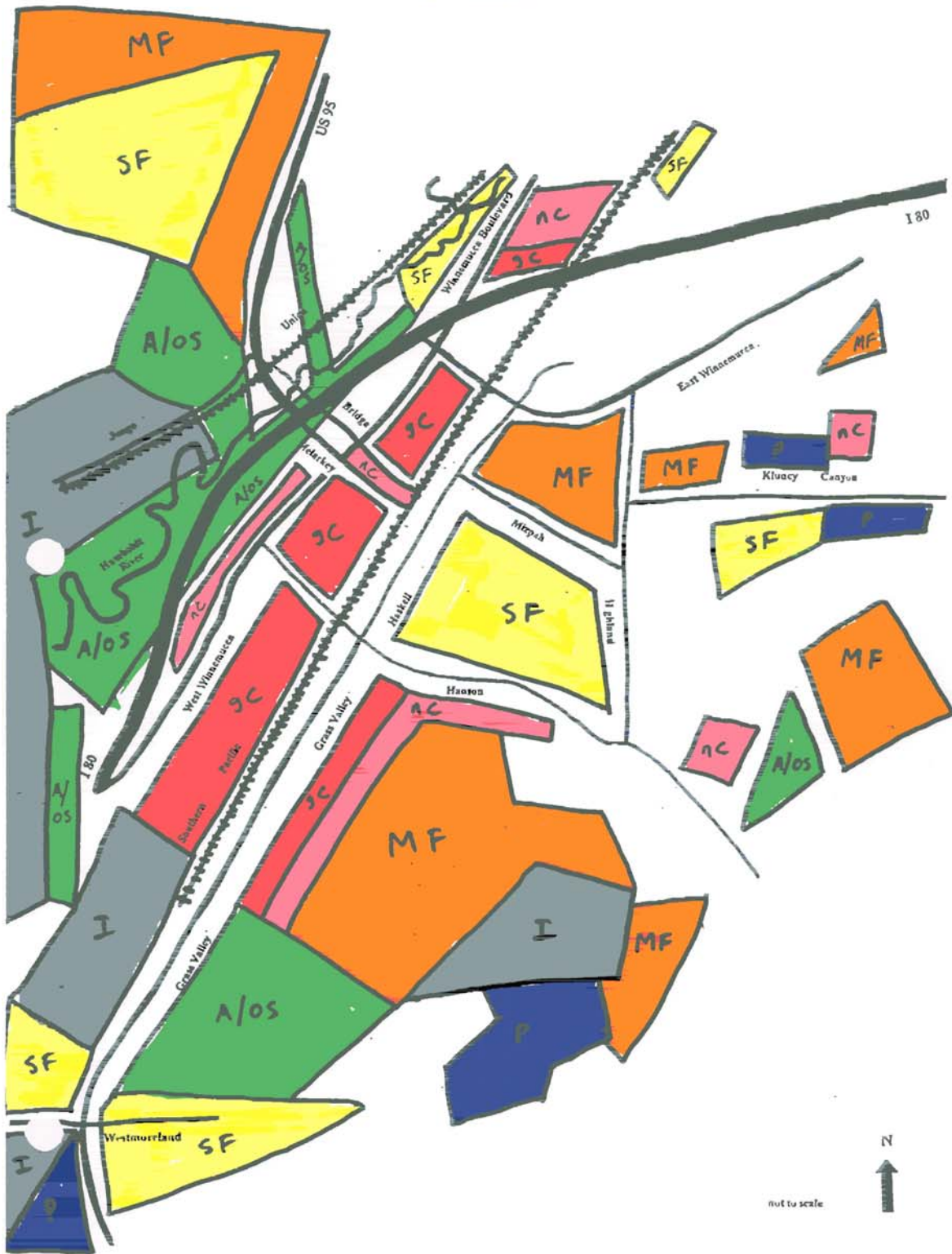


Workshop Map
Table 5
Future Land Use



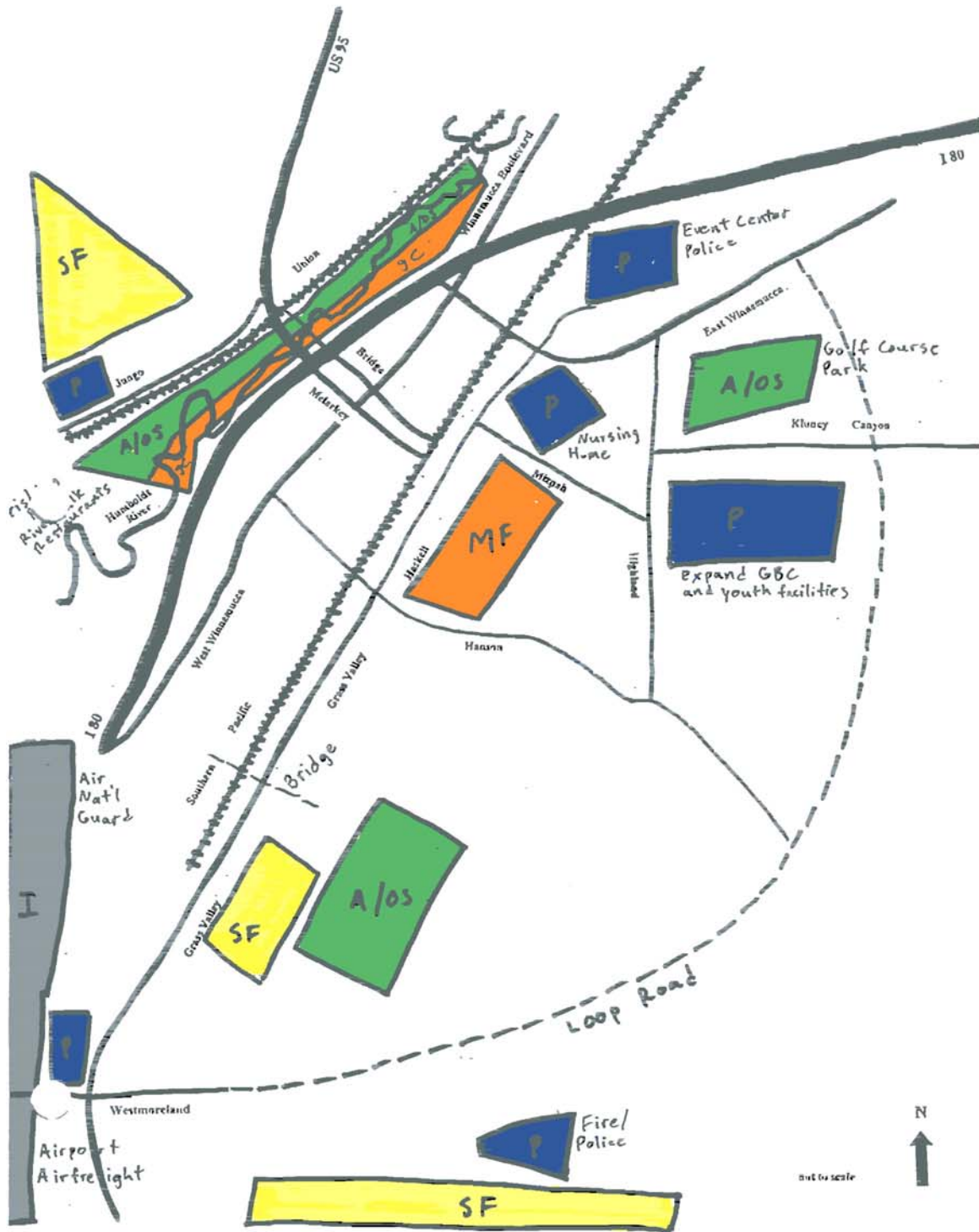
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Workshop Map
Table 6
Future Land Use



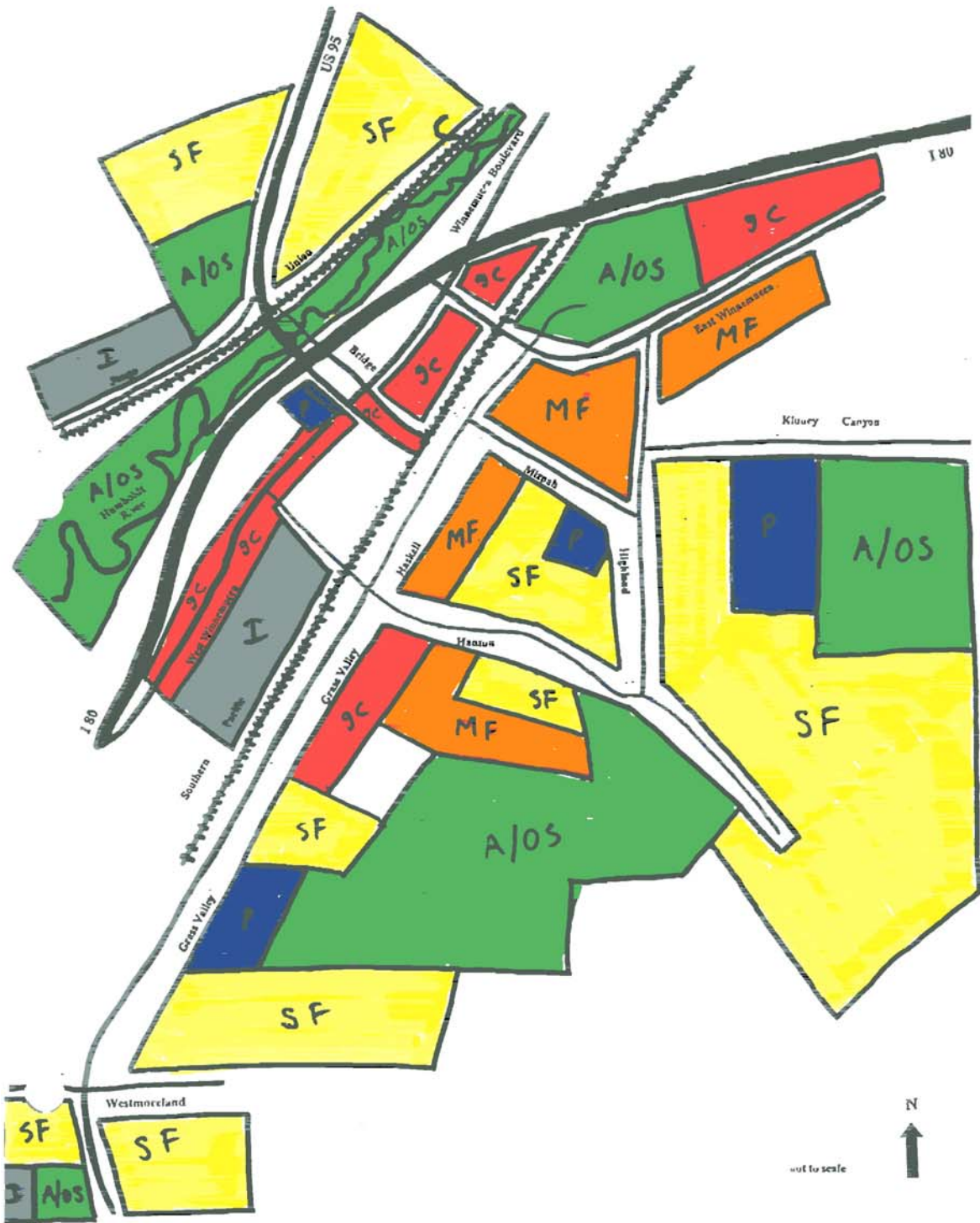
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Workshop Map
Table 7
Future Land Use

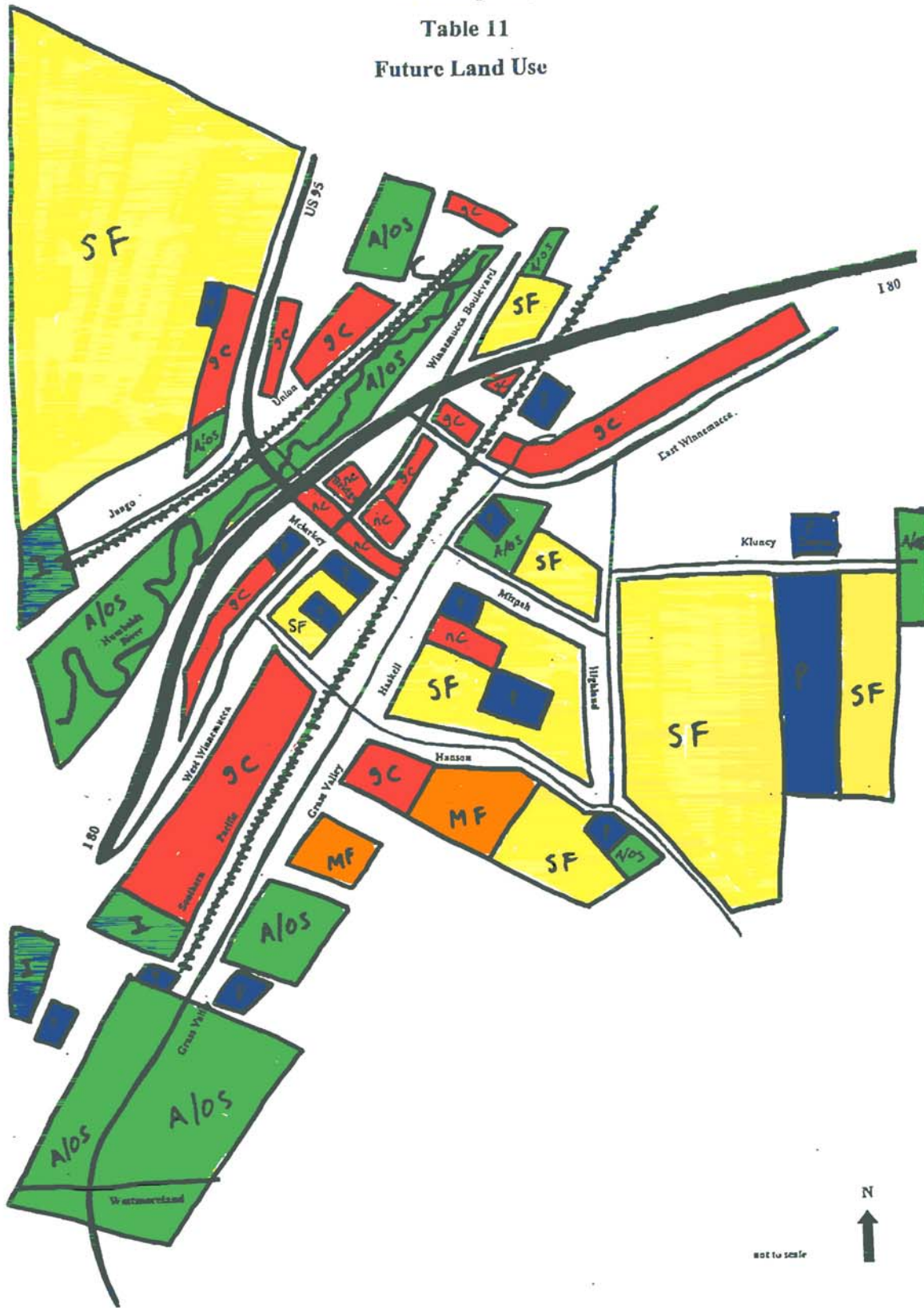


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Workshop Map
Table 8
Future Land Use

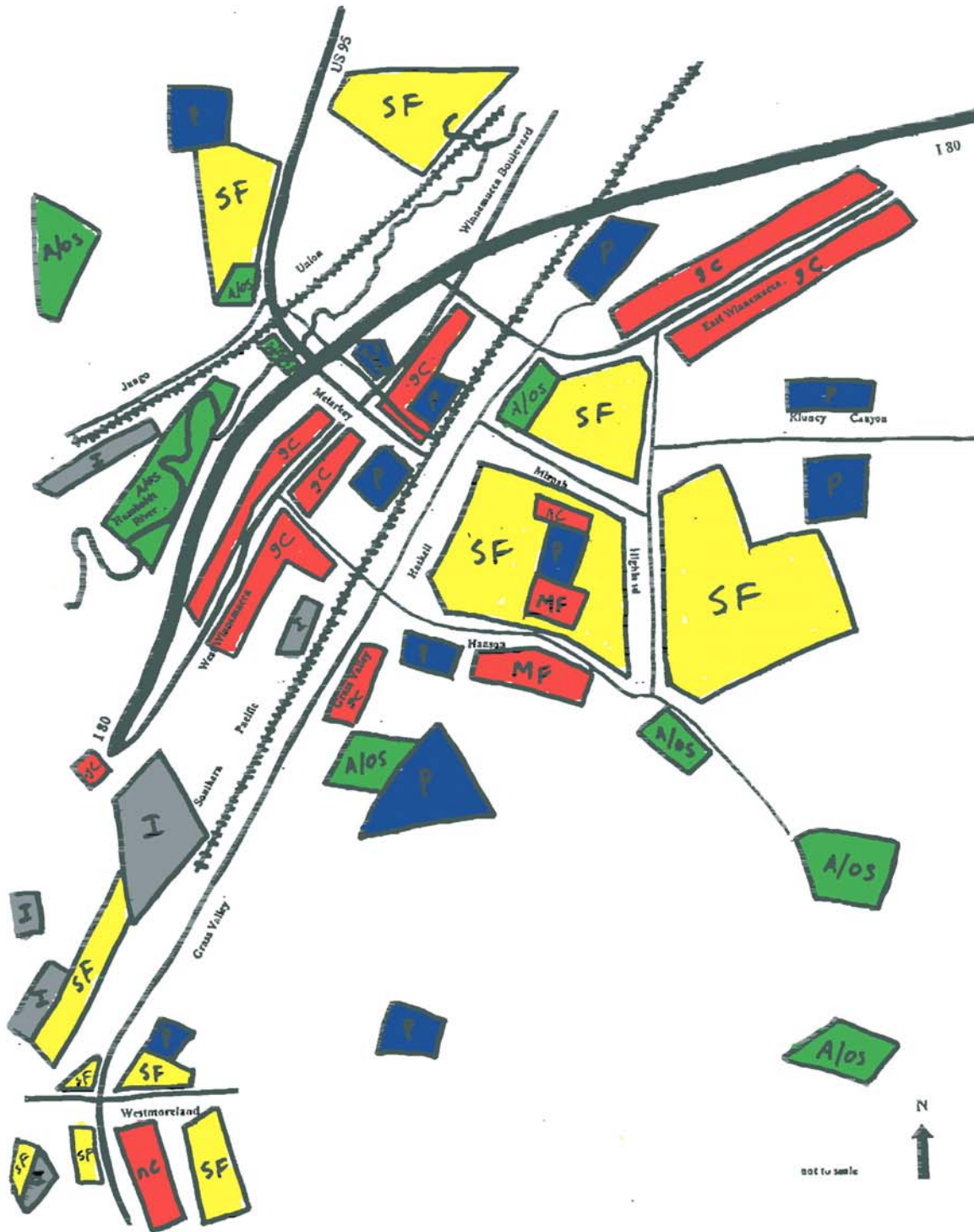


Workshop Map
Table 11
Future Land Use

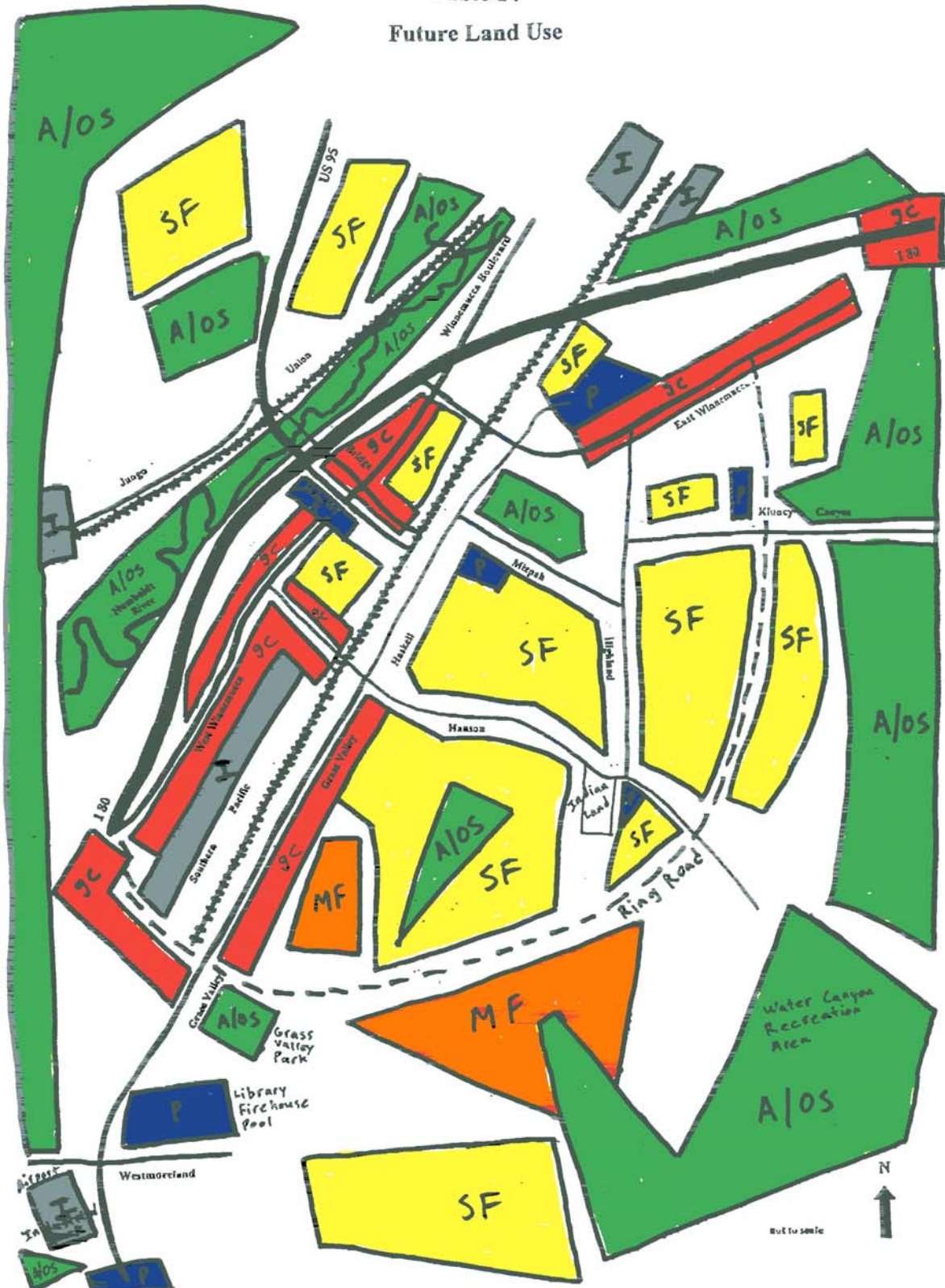


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Workshop Map
Table 13
Future Land Use



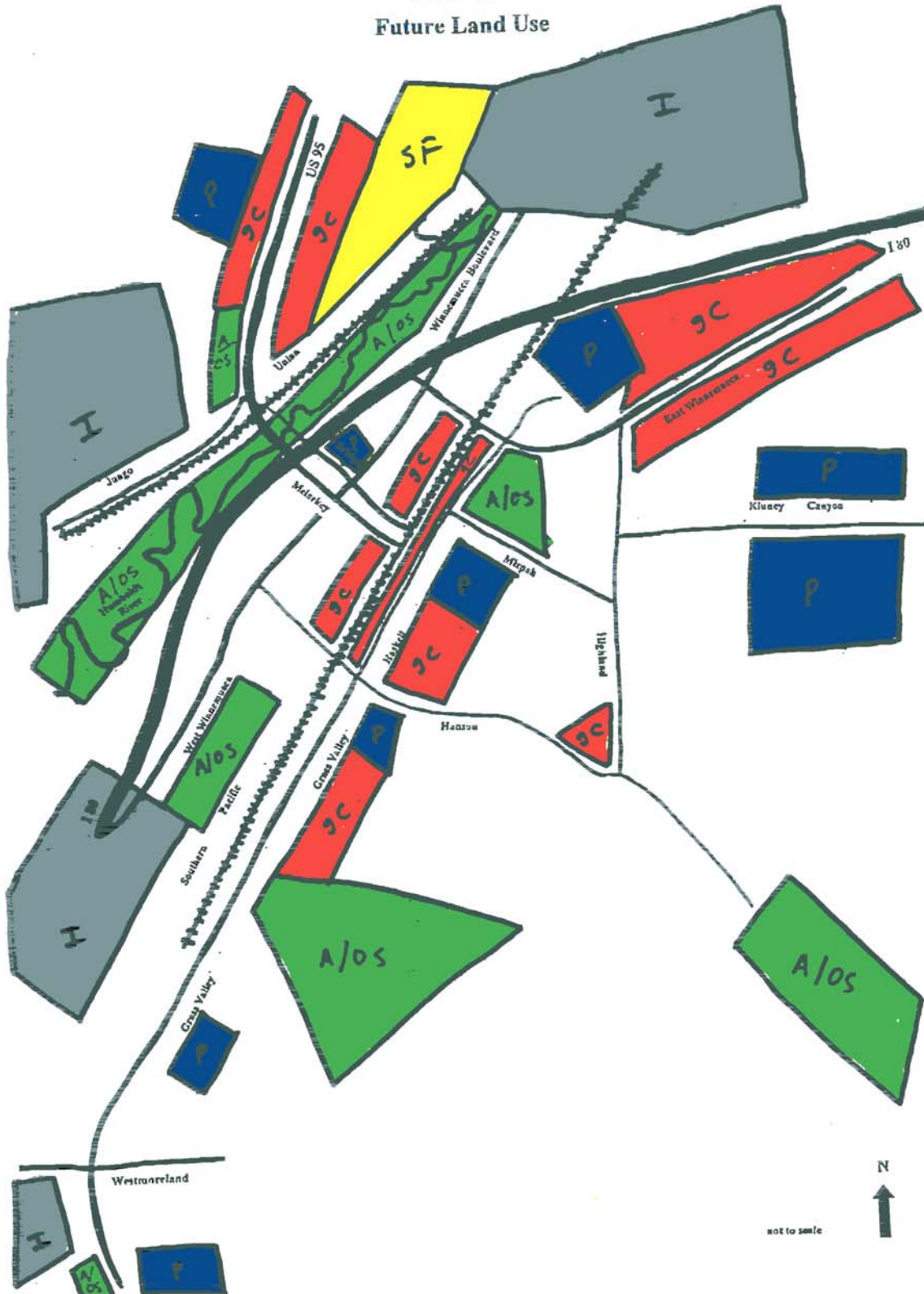
Workshop Map
Table 14
Future Land Use



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Workshop Map

Table 15
Future Land Use



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A second workshop/open house was held in October 1999. The purpose of this event was to present the information developed in the previous workshop, validate the results and prioritize goals for the future. Participants were presented with four "menus" of options developed through analysis of the previous public input. The cost of each option had been calculated, and participants were invited to vote with their "Trail Dollars" for those initiatives, any one or combination of choices, which were most important to them. More than 150 citizens participated in this exercise either at the workshop or by going to the planning office during the following two weeks.

"Old Campsite"

- ✓ No change in current policies
- ✓ Minimum infrastructure investment and pay-as-you-go financing
- ✓ Development occurs at the edge and moves outward over the years
- ✓ A short-range view rather than long-range vision

"Green Valley" Choices

- ✓ Greenway/Greenbelts \$946K
 - One mile of trees on river corridor in town
 - Extension of Water Canyon riparian vegetation area
 - Street trees along selected arterials
- ✓ Parks and Recreation \$1.2M
 - Two to three new parks in city
 - One to two parks in Grass Valley
- ✓ Water Quality \$37.2M
 - Sewer to selected areas in Grass Valley
 - Upgrade of waste water treatment plan
- ✓ Human Resource Investment \$34.6M
 - Public school facilities
 - Expansion to four-year college
 - Job/skill training
 - Adult continuing education
 - Advanced information technologies

"Gray Hills" Choices

- ✓ Develop Industrial Areas \$4.5M
 - Sewer, water, utilities to:
 - Winnemucca Farms area
 - Airport
 - Jungo Road
 - East Second—Interstate 80
 - Distribution and warehousing

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✓ <u>Transportation System Improvements</u>	\$36.3M
Arterial upgrades	
Loop road	
Alternative transportation	
Pedestrian	
Bicycle	
Paratransit (Dial-A-Ride for seniors)	
✓ <u>Economic Diversity</u>	\$786K
Assessment of "value-added" opportunities	
Small business retention/expansion programs	
"Buy Local" campaigns	
Promote small-scale manufacturing	
✓ <u>Livable Neighborhoods</u>	\$693K
Safe and friendly streets	
Accessible services (neighborhood commercial)	
Central focal points	
"Red Rock" Choices	
✓ <u>Downtown Revitalization</u>	\$5.2M
Improved parking	
Revolving business loans	
Sidewalk enhancements	
Street trees/furniture	
Public spaces	
Anchor stores/services	
Planning and Marketing	
✓ <u>Airport Services Improvement</u>	\$2.6M
Sewer, water, roads	
Master plan	
✓ <u>Expanded Tourism/Visitor Opportunities</u>	\$21.9M
Covered events arena	
Convention Center expansion/parking garage	
Performing arts complex	
Target marketing	
✓ <u>Historical/Cultural Celebration</u>	\$1.8M
Expanded cultural events	
Cultural diversity celebrations	
Historical educational programs/activities	
Preservation of important buildings/sites	

A total of \$3,667,000 in "Trail Dollars" was deposited by participants in the exercise. Of this amount only \$6,000 was "invested" in the status quo—"Old Campsite." The activity was designed to accommodate the realities of economics and municipal budgeting:

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limited resources, unlimited wants. The result of this exercise is to prioritize community values as it relates to public investment.

RANK	OPTION	TOTAL DOLLARS	PERCENT OF TOTAL
1	Airport Services Improvement	563,000	15%
2	Develop Industrial Areas	480,000	13%
3	Economic Diversity	398,000	11%
4	Expanded Tourism/Visitor Opportunities	397,000	11%
5	Downtown Revitalization	376,000	10%
6	Human Resource Investment	344,000	9%
7	Transportation System Improvement	217,000	6%
8	Historical/Cultural Celebration	195,000	5%
8	Parks and Recreation	195,000	5%
10	Water Quality	186,000	5%
11	Greenways/Greenbelts	183,000	5%
12	Livable Neighborhoods	127,000	3%
13	"Old Campsite"	6,000	.02%
	TOTAL DEPOSITED	\$3,667,000	100%

It is immediately apparent that the number one priority is economic development. The five top-ranked options total 60% of all dollars invested and in each case directly promote economic diversification.