



EXTENSION
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Results from the Community Asset Survey: Douglas County, Nevada

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This publication was produced under the **Nevada Economic Assessment Project (NEAP)**, which aims to provide county, state, and federal agencies, and their partners, with quantitative and qualitative baseline data and analyses to better understand trends in each county's demographic, social, economic, fiscal, and environmental characteristics.

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Introduction

The Nevada Economic Assessment Project (NEAP) is a statewide Extension program aimed at providing a baseline repository of socio-economic data for each county in Nevada. One component of NEAP includes a community asset mapping workshop conducted with community leaders and residents. The asset mapping component includes a community workshop, followed by an online community asset survey. The online survey is an opportunity to provide broader community participation, beyond the workshop participants, to help identify community assets.

As part of the NEAP process, the community asset workshop for Douglas County was held virtually with county officials and interested community members on April 2, 2021. The community asset mapping component of NEAP is a “snapshot of assets.” It is not a full inventory of every asset that exists or is desired in the county. A snapshot provides a broad overview of the key assets in the community, at this moment in time (hence a baseline). Asset mapping is a positive way to promote and think about one’s community and can typically serve as a starting point for further discussions of possible actions and initiatives.

Asset mapping is a process to create awareness of local resources. Its intended purpose is for community members to recognize what their community already has while noting desired additions to their community. Typically, when community members gather, people begin by listing all the problems or needs within the community. When members begin with identifying needs first, they see an endless list of problems. Funding often tends to go to outside service providers, and residents view themselves and their community as deficient. As a result, residents can feel as though they are victims who lack the capacity to make change happen within their own community (Kretzman and McKnight 1993).

However, if residents focus first on assets and strengths within the community, they are far more likely to be committed to investing in their communities and use existing strengths to address needs. Empirical evidence strongly suggests community economic development is more successful when people are willing to commit to investing in themselves and their resources (Burkett 2011; Underwood and Friesner 2017).

Communities that focus on assets first are more able to effectively address needs by partnering with outside entities to leverage the resources and assets within the community (Kretzman and McKnight 1993; Pitzer and Streeter 2015).

Hence, successful community development must begin within the community itself. Results from the Douglas County Community Asset Survey are provided in this special publication to provide a snapshot of existing and desired assets as provided by Douglas County residents.

Survey Results

Following the virtual community asset mapping workshop on April 2, 2021, an online community asset survey was open in Survey Monkey from April 5, 2021, until May 10, 2021. Links to the survey were made available on the NEAP website and the Douglas County website.

A total of 76 residents (n=77) completed the online community asset survey for Douglas County. A majority of survey respondents were women (62.34%) compared to men (%)

Ages of respondents included a cross-sampling of adults, with the highest responses (44.74%) within the age category 65+ years, followed by 22.3% responding in the age category of 55-64 years. The online survey is not intended to be a complete inventory of all assets in Douglas County but rather a snapshot of assets identified by residents at this point in time.

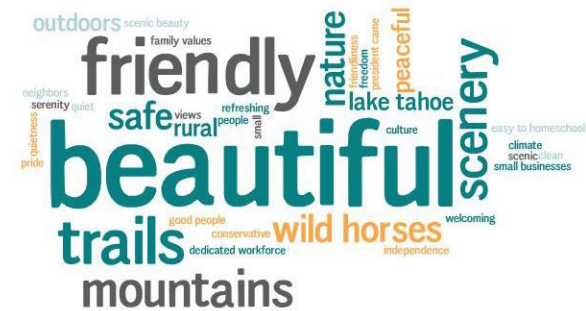
Respondents who provided input into the survey were from all six zip codes in Douglas County as well as three zip codes from neighboring Carson City.

Table 1. Douglas County Community Assets Respondent Zip Code Distribution, 2021

Zip Code	City	Survey Responses	Percent
89460	Gardnerville	20	26.3%
89410	Gardnerville	18	23.7%
89423	Minden	15	19.7%
89411	Genoa	4	5.3%
89448	Zephyr Cove	4	5.3%
89449	Stateline	3	3.9%
89705	Carson City	10	13.2%
89703	Carson City	1	1.3%
89706	Carson City	1	1.3%

Respondents were asked on the survey to share, “*In one word, what is something you would like to brag about your community?*” The following word cloud (Figure 1) reflects respondents’ one word to brag about their community. The larger the word in the word cloud, the more often the word was used from residents on the survey. Therefore, the more frequently it was cited, the larger the word appears.

Figure 1. Douglas County Community Asset Word Cloud, 2021



The process used to identify assets was grouped into six categories. These six categories were provided to residents during the community workshop and in the online survey as a framework to think about assets. The six asset categories are based on the seven community capitals (Flora and Flora 2013). The seven community capitals (i.e., built, natural, political, social, natural, human and cultural) are commonly identified as the ecosystem of a healthy community. The community capitals approach builds on the notion that all communities have assets. These assets may be inactive, or they may be invested to create more assets or leveraged to help fill gaps in the community.

Respondents were asked to provide what assets exist currently and what assets they desire for each of the six categories. The six asset categories can be fluid, implying the categories themselves are not the focus, but rather it is the the identification of the asset itself that is most important. For example, residents may identify a desired asset to have “reliable broadband.” This asset can be identified under the category of *Play, Economic or Values*. The six categories of assets are identified as follows.

1. Values
2. People
3. Places
4. Play
5. Economic
6. Group

Assets

1) Values:

Values are an intangible asset of a community; however, shared values add to the quality of life in a community. Examples of values may include “safe community,” “a small-town feel” or “rural values.” Community values are important because values are the foundation to a community, and local decisions often reflect these core values. Table 2 outlines existing and desired assets of values as identified by workshop participants in Douglas County. To be respectful of participants who completed the online survey, all comments (verbatim) are included in Table 2, regarding values as assets.

Table 2. Douglas County Online Survey List of Assets: Values

Existing	Desired
Rural values	Small- town feel
Small town, not growing to fast, infrastructure and police that can handel the cure t growth	Not letting to many people move here!!! It's crowded now can't make left turn safely. Stop worrying about \$\$\$ worry about citizens
Family, rural, ag, ranch, rugged, beauty	Stability, conservative, independence
Small town feel	More local art displayed
Support for nonprofits	Appreciation for the arts
Outdoor lifestyle	More educational & cultural activities
Small town feel. Rural lifestyle Safe community.	Appreciation of true wilderness. More consideration for others.
Promote community engagement; acknowledge/support heritage	Greater endorsement for artists; more affordable community events (e.g. like the 4th of July concert and summer concerts in the park)
Family oriented, slow paced, outdoorsy	Open-mindedness, respect for minorities and immigrants (both immigrants to our country and immigrants to Douglas County from other states or counties), Care for our beautiful local environment
Small town feel	Bike paths for youth and seniors
Kindness	Better Communication; More Collaboration
Outdoor lifestyle	Clean open space
support for our music and culture for locals and tourism ,reduce building!	less building! respect for different views senior support for us poor
Republic rural small town community	Continued republican rural small town community
Public safety	Bike paths for youth
Community, public safety, outdoor recreation, small town atmosphere, community service opportunities	Better roads/infrastructure, more opportunity for young adults, better new business development
Public safety,	Access to public space, keep open space-
purchase it if possible for all to enjoy.	
sense of community	clean open space

Existing	Desired
less division in the community/tolerance	
Elder support. Public access	Clean open safe spaces. Bike paths. Personal property rights
outdoor lifestyle, access to public space, public safety	respectful community
Rural, agricultural, open space, historical	Rural, agricultural, open space, historical PRESERVATION
rural	more open space
Outdoor Lifestyle, Public Safety	Individuality, Clean Open Space
safe	small-town, managed growth (better than what is happening now)
Active lifestyles, involved citizens	Environmental stewardship, preservation of Tahoe
Sense of Community, rural environment, friendly	personal property rights, acceptance of all people
scenic beauty	housing diversity
outdoor lifestyle, helpful neighbors, clean environment	tolerance for varied viewpoints, support for access to public spaces
Outdoor lifestyle, support for non-profits	Community belonging needs more help, tolerance, diversity and inclusion, respect for diverse political opinion, less division
Outdoor lifestyle	Increased access to public lands, diversity and inclusion, bike paths for youth and seniors, walkable community, arts appreciation, wildlife care
protecting the old white way of life appaently	protection for all groups
Access to open land	
safe community, senior centered	conservation of resources, environmental protection, youth centered, inclusive
outdoor lifestyle	increased access to public lands, trails
hiking trails, bike trails, community center, dining, entertainment, proximity to skiing, great volunteers	more roads, better access to doctors, better library
Community events and outdoor lifestyle, along with proximity to Sierras are most important asset.	Continued access to BLM land and trails along with increasing amount of bike paths and lanes thru out the valley.
Friendliness, neighborliness	Tolerance for other people's beliefs, even political.
Public access to public space, outdoor lifestyle, public safety	Diversity and inclusion, tolerance, bike paths
Appreciation for small town atmosphere, appreciation for scenic beauty and open space rural character. Outdoor lifestyle with access to public lans for recreation; maintain a sense of place.	Reasonable growth in appropriate areas , invest in planning , areas Change mantra to pay additional taxes to afford better services and facilities as opposed to be proud about maintaining low taxes.Promote diverse housing opportunities; Public access to the Carson River both Forks; Trails liking neighborhoods, less use of gated communities, plan and build

Existing	Desired
	complete neighborhoods not suburbs, build bike paths connecting neighborhoods and public facilities like schools parks and the pool. Create and protect visual corridors towards the Carson Range and the Sierra from Minden and Gardnerville.visual
outdoor lifestyle	clean open space, walkable community, pedestrian friendly, bike paths, growth and development, diversity and inclusion, tolerance
Close minded	Open mind
division, intolerance, disrespect	respect for diverse political opinion, diversity, support for arts, support for trails & outdoor recreation
outdoor lifestyle	less division in the community, clean open space
Public safety	Respect for neighbors from other states
Friendly community	Respect for diverse political opinion
community, public space	support for the future and not just the past, walkable community
Support for non-profits, access to public spaces, outdoor lifestyle, public safety	Diversity and inclusion, less division
Public Access To Public Land, outdoor lifestyle, a sense of community, rural atmosphere	Rural Community Atmosphere, Continued public Access to Public Land, Open Space Within the Community,
outdoor lifestyle, open space	more walkability, more diversity of people and jobs, more collaboration
Small town feeling	Staying this way
Safety	Go back to a small town feel - reduce speeding in town

**All data in this table were submitted by residents and survey respondents. Please excuse any spelling, grammar or other inconsistencies. These are not the views nor opinions of the authors of the report.*

2) People:

Everyone in a community has some gift or talent he/she can contribute to help strengthen the community. The core of community rests with the capacity of its residents, the individual members of the community and how individuals can contribute. When people use their skills and talents in the community, they make the community stronger. Table 3 outlines existing and desired assets of people as identified by workshop participants in Douglas County. To be respectful of participants who completed the online survey, all comments (verbatim) are included in Table 3, regarding people as assets.

Table 3. Douglas County Online Survey List of Assets: People

Existing	Desired
Crime is way up	Small town feel
Lots of great people here, stop the growth before it's crowded and ruined	Stop the rapid growth! Your displacing people, creating aggregation for long term residents creating an unsafe crowded environment
Retired (time & money to spend), hard workers, servant's hearts, adventurous	
Volunteers	Community theater
Local Artists	Talent shared database
Volunteers are one of the best assets of any community	Opportunities for volunteer organizations to connect when their missions overlap
Small town personal connection	Respect for diversity. Less fear of others
Help others in need; source of information/resources; friendly and easy to spend time with	Less political anger & polarization
We have a great library with wonderful librarians,	More respect and policy input for teachers
Volunteers	Less division in politics
Local Dance Studios; Art Teachers; Music Teachers	Artist Registry
Independent	Less division in politics
localmusicians,diverse educations,hospitality, camaraderie	less division more a list music & culture, tourism, less construction
Independent community	Ranching and farming independent community
Inclusion and input from all age ranges	
Desire for public service, family values	Professionals to promote economic growth with new ideas
Volunteers	Less division in politics, talent shared data bases,
hospitality and passion factor	primary care doctors
	easy way to find volunteer opportunities
Local artist	Less political division.
Helping and shareing individual skills with neighbors	People with pride in community
Farming and Ranching	Farming and Ranching PRESERVATION
medical	population diversity

Volunteers, Independent, Commitment retired from varied backgrounds	Misperception of "majority" talent database is an interesting idea...
world class winter athletes, people on their 2nd or 3rd career	more diversity
We have wonderful people who volunteer their time and talent. community service	More medical professionals skilled government leadership
good access to health care -- lots of providers, many service organizations	less political division
volunteers, churches, medical care providers	Less political division, respect for science and education
Local artists	Less division in politics, misperception of what is public opinion
caring about other folks unlike oneself	more involvement with native community and wildlife
	Open mindedness
food closet, volunteers	an engaged and valued youth, more support for families with parenting, nutrition and mental health
local talent	less division in politics
Fine bike club, hard working trails association, industrial expertise	Doctors
Significant amt. of volunteering in Douglas Co. Good assortment of talented artists and musicians.	Valley could use more primary care doctors.
Dedicated volunteers	Volunteers to teach classes to keep up with tech in our homes
The Basque are awesome!; A well educated workforce; Celebrate voluntarism and the work of non profits, local historians and storytelling tradition, musicians, local theater, local sports and youth athletes	Accept more racial diversity, continue to work collaboratively and celebrate the native americans
volunteers	less division, specialized medical
None	Leaders who don't fight
simple minded, exclusionary	inclusive to new ideas and community members
Volunteers with wide range of skills	Tolerance
Helpers	Understanding not everyone shares the same viewpoints
volunteer, art, passion	majority misperception, everyone needs to be served by the community not just those that agree with the vocal minority
Retired persons bringing skills and talents from previous life/career to County	More resources for mental health and Veterans
Desire to Help Others,	Embracing local morals when moving to a new area. Willingness to listen to other points of view
smart staff at the County	more diversity, less whites only mentality like the current Commission and Sheriff, more inclusivity.
Volunteers	More open channels of information distribution

Support for our law enforcement

Respect where community members are encouraged to share

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3) Places:

Every community has special places where people come together. Community is about coming together, and the places where people congregate are spaces for building community. These places may serve as a microcosm of community. Places can also add to a community's identity through a historic building or traditional stories about the community. Table 4 outlines existing and desired assets of places as identified by workshop participants in Douglas County. To be respectful of participants who completed the online survey, all comments (verbatim) are included in Table 4, regarding places as assets.

Table 4. Douglas County Online Survey List of Assets: Places

Existing	Desired
Not sure there is any anymore	Small town feel
Blm, parks, community events many. Stop the overcrowding	Don't touch blm land stop over development
Open space	River access, formal campgrounds
Trails	Community theater
Copeland Cultural Arts Center	Arts and Cultural Center
The trails in Douglas county are outstanding	The Douglas County Library is not large enough for the community it serves. There is not enough room for library programs or meetings that draw more than 30 or 35 people. Often, events have to be held offsite.
Lots of open space.	Preservation of wilderness areas. Less development.
	Swimming pool at Khale Park
Hiking trails in Genoa and close by; local golf courses; events like the Candy Dance	More Genoa restaurants; more concerts and other affordable events
Lake Tahoe (especially Kalhe park and the trail from there to Nevada beach) Dangburg ranch (especially the kite festival), Carson Valley Trail Association trails, River Fork Ranch, Mitch, Lampe, and Ranchos Aspen Parks. Mountain biking trails, Genoa bike trail (along foothill rd)	Better/safer biking in the Ranchos
Lake Tahoe	Ag educational, more vibrancy downtown
CVIC Hall; Genoa Town Hall; Art Galleries	Town Plaza; Sculptures; Murals
Public lands	Open space advocates and funding
local parks, fairgrounds, lakes, community centers	music venues, more open spaces, more food events
Lake Tahoe	Local only camping options
Need Fire protection at Topaz Lake	
Community center, Minden Park	Local breweries
Open space, water access, parks, Corley Ranch	Better parking in Minden and Gardnerville town areas
Community center, swim center, library, skate park, Mitch Drive Park	Open space advocates, art, library

trails	more local access
Shooting range	more playgrounds for children
Public lands, Lots of open space, WNC	Open space, improved broadband
trails, parks, historical sites	Local craft businesses
Open range land, Genoa Township, Conservation easements for open space	PRESERVATION of Schneider ranch through a conservation easement in perpetuity.
trails and open space	less motorized destruction on public lands
Public Lands, Community Center,	Open space, more Restaurants
open space - free to explore BLM land	more river access...and more active prevention of littering
Flume trail, Spooner, Tahoe Rim Trail, Sand Harbor	bike lane on hiway 50, water taxis, better restaurants
Our rural environment, open spaces, museums	more parks and access to the river
Lake Tahoe	higher education
Trailheads	Minden grocery store, local coffee houses
trails and open space, Lake Tahoe, Historical sites, Minden Library	A theater for live performances
	More river access, river parks, more local access, open space advocates & funding, public art
some care for wildlife	more protection of wildlife - bears, coyotes, wild horses etc
	More outdoor opportunities ie trails and trailheads
Trails, Carson River, Historical Sites, Lake Tahoe,	Transvalley Trail, safe connection from Ranchos to Town for pedestrians or cyclists, neighborhood gardens for renters, more access to open space
trails	river parks
Trails; Pinyon, Sierra cy, Genoa Falls, Clear Creek, the many local passes for road biking	Open spaces
Community center and Lampe, Minden, & Westwood parks are great meeting places: along with Fay Luther trails.	The community needs more bike and walking paths that actually connect various areas of the valley.
Carson Valley Swim Center	An offsite gym as part of the Community Center to serve the northern part of Douglas County
Trails, genoa, community center, public lands, heavenly, lake tahoe, minden park	more vibrancy in downtowns, diverse excellent restaurants, local breweries, open space advocates and funding
Grow WNC and education opportunities, Access to wildlife habitat Genoa for example, Coffee and Beer Houses; Minden Square, Jake Ponds, CVTA Trails at Fay Luther, Genoa, Clear Crekk The River and the Pinenuts .	A self sufficient tax based program to protect and maintain open space in perpetuity; More hiking and non motorized trails complete the loop around the Carson Valley.
Trails, Lake Tahoe	more access for urban walking, hiking, biking
Playgrounds	
trails, historical sites, community pool	more river access, arts center,
I appreciate all except the museums/galleries (only because I don't typically seek those out)	Better restaurants, Local breweries, and open space. We are losing more of it all the time

Martin Slough Trail	Improved digital connectivity
Genoa	Interconnected pedestrian access across the valley
all the places listed in your graph	Id love to see more outdoor dining ideas like those that came elsewhere as a result of the pandemic. Take a couple of parking spots and make them outdoor dining. It adds to the activity outside of businesses
Community/Senior Center, Minden Park, Trails, Public Lands	More walkable art spaces, more river access
Trails, Open Space, Minden Park	local breweries, open space, Open Public Land
Trails, open space, Lake Tahoe	trailhead parking, restrooms and more art
Lake Tahoe	More river access and bike path along the river.
Hiking trails	Expanded community and recreational activities

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4) Play:

Play is an important part of life for all of us, from children to adults. Play gives us the time and space to meet and socialize with others, and improves our physical and mental health and our overall quality of life. The evidence outlining the benefits of play in the development of young children is overwhelming. Likewise, the value of play from children to adults offers wide benefits for a community. Locations for play are often seen as a focal point for communities. They offer opportunities for social interaction for the wider community, support the development of a greater sense of community spirit and promote social cohesion. Table 5 outlines existing and desired assets of play as identified by workshop participants in Douglas County. To be respectful of participants who completed the online survey, all comments (verbatim) are included in Table 5, regarding play as assets.

Table 5. Douglas County Online Survey List of Assets: Play

Existing	Desired
Park or community center	Place we're all kids could come and feel safe and happy
Many don't disturb our blm, lakes trails, Indian land	Stop over crowding our town!!!
Everything outdoors	Campgrounds, valley to lake transportation innovation
Parks/activities	Community theater
Arts and Entertainment	Arts center
Wonderful parks & trails located around Douglas County!	More educational & cultural events
Trails. Open space.	Some areas in Pine Nuts closed to motorized vehicles.
	Swimming pool at Khale park
Genoa Lakes/Ranch Golf; Genoa hiking trails; Genoa summer concerts in the Park	More art shows with lower \$\$ barrier of entry and fewer food vendors; more weekend pop-up art shows with dedicated space that can be used by any artist for reasonable fee; more music events
Snowshoe & Cross Country Skiing trails, Rock Climbing (indoor and out), Disc Golf courses, Model airplane field, Soaring, Ballooning, Sky Diving	
Dirt pump track at Mitch Park, playground at Lampe Park, good mountain biking and hiking trails	Better biking lanes and paths, more sidewalks especially around parks and schools (ex. Muir Drive)
All sorts of trails	Bike lanes, River -arks and campgrounds
Youth Art Camps	Artist Studio Tours; More live events to give people a reason to go out
All sorts of trails	River trail
concerts,lakes, golf, food events,trails, horses	music venues,food events,trails, parks,open space
Trails	No more dog parks

	Station someone to collect fees at Topaz Park, the honor system does not work. you may want to try to charge those that camp on others property just to avoid paying, not that anyone does anyway.
Concert in the Mark, Summer Concert series at the Lake	River trail, Bike lanes
Community Events	Rodeo and equine events
Community wide events	More bike lanes, more trails and trail heads
all sorts of trails	more trails and trailheads
Johnson Lane OHV AREA	more playgrounds for children/fun classes for adults
mountain biking	bike lanes
OHV trails, mountain biking, parks, lakes	More trails & trailheads
Fay-Luther Trail, Dangberg Ranch	Open Space for future trails
non motorized trails	connectivity to non motorized trail systems throughout county
Concerts in the Park,Community Center	Riverfront Park
outdoor activities	I really wish there was a safe bike path between communities...Johnson Lane to downtown...Ranchos to downtown
outdoor concerts, public beaches, hiking and biking trails	bike lanes
we have a wide variety of play time activities!	Guided tour programs, plays
cycling	bike lanes
Carson Valley swim center, CVTA trails	Better bike lanes
Hiking/ Biking trails, concerts in the Minden Park	BIKE LANES, River trail, camping
	Bike lanes, more trails for hikers ONLY, River trail, river front park, Urban trails and walking paths.
some areas protected from humans	way less hunting of bears, coyotes etc LESS TOURISTS
	Trails for horses
Recreation Center, Lampe Park, Trails, Lake Tahoe, Skiing	More opportunities for all youth to participate in sports if desired, Bike Lanes, River Access
all sorts of trails	more trails & trailheads
hiking, biking, skiing, rafting, kayaking,	more bike lanes, periodic sweeping of the sides of the roads
Great swim center.	More horseback riding trails. Horse rental stable.
Basically there is a wide assortment of play areas now available.	Definitely needs bike lanes and walking paths that actually connect different neighborhoods together.
Walking/bike paths in Saratoga Springs, Carson Valley Swim Center	Dedicated bike lane along East Valley Road.
lake tahoe in general, concerts in the park, allsorts of trails, summer concert series at the lake, skiing, road cycling, heavenly, arts & entertainment	more trails & trailheads, bike lanes

Heavenly; Minden Park and the green with the gazebo and splash pads Lake Tahoe beaches and trails boating facilities and scenic enjoyment ,equestrian trails mountain biking and motorized use	bike lanes a safe network for connectivity around the entire County, use the River Corridor for aquatic and non motorized trails
Trails, Lake Tahoe	Urban trails, more trails, bike lanes
	Playgrounds
parks, trails, Tahoe, skiing	central community gathering spaces
Lake Tahoe, trails	This isn't on the graph, but a trail trial course for horse riding
Senior exercise classes	More senior exercise classes
Community center	Interconnected pedestrian access across the valley
outdoor rec	would love to see more river access in the valley like in Carson City.
Wine walks, concerts in the park, trails (hiking, biking, motorized)	more river access, bike lanes
OHV TRAILS, all sorts of trails	more trails and trailheads
Lake Tahoe, ski resort, trails	more sidewalks, trailhead parking and safer, marked bike lanes
Mountain biking and OHV	Better trail marking and more trails for bikes and OHV
Lake Tahoe and Topaz Lake	more family friendly campgrounds

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5) Economic:

Communities have economic power in local businesses. This power includes who they hire, what they purchase, what skills they teach and what resources they offer. Revitalizing a community's economic life is at the very center of local economic development. Communities have many steps to rebuilding the local economy, and it begins by recognizing the local institutions and organizations that exist. Table 6 outlines existing and desired economic assets as identified by workshop participants in Douglas County. To be respectful of participants who completed the online survey, all comments (verbatim) are included in Table 6, regarding economic assets.

Table 6. Douglas County Online Survey List of Assets: Economic

Existing	Desired
One credit union	Not so crooked
Yes we have plenty	Stop the crowding of this small town (Gardnerville /minden) your ruining our small town. Grow out not here
Gaming, tourism, hotels, ag and ranches, services	Improved outdoor tourism in the valley connected to the lake, more dining, more camping
Tourism	Plays/ art exhibits
Events	More events
Tourism and gaming are the 2 most important ones	Increased grant writing to support local tax-supported institutions (library, schools, etc.)
	Eco-tourism
Hot springs; Casinos; general tourism; outdoor recreation (brings people to area)	More Genoa restaurants & shops; more weekend events (small art shows, concerts, wine walks); art collaborative for aspiring artists
Bently Heritage Estate Distillery	Brewery, Events/Sports/Arts Centers (valley and lake), Campgrounds, Vacation Home Rentals (in the valley), Shared workspace, Business incubator
GNCU, Bentley Nevada	Affordable Housing, Safe biking routes (so I can get to work when my car breaks down)
Gaming	Paid staff for projects, workforce development
Main Street Gardnerville	Live Events to Revitalize Downtown; Centrally Located Arts & Cultural Hub; More Dining Opportunities
Events	More events
tourism,business friendly,casino,restaurants,concerts/music	more music events,more food events, more \$ on tourism
Local restaurants	Grant writing
Chamber and business council, gaming	Affordable workforce housing
Tourism, Airport Industrial Park	More diverse/skilled industry, affordable housing, job training/workforce development
Events, gaming	Attainable housing to make a more diverse community
events	more events

	grocery store in Minden/Indian hills
good manufacturing base	workforce development
Events	entrepreneurial support
Family/Locals Businesses, Antique stores	Family/Locals Businesses, Antique stores PRESERVATION
small locally owned businesses	Grant writer for Douglas County
Tourism, Events	Diverse Industries, Entrepreneurial support
wish the local jobs could support workers living in locally	Need more broadband access to business park and local residential areas
deep-pocketed and generous homeowners, casinos, Heavenly, many service company, many restaurants	tech expertise, higher quality retail and restaurants, walkable area at Stateline (remove 50)
We have a diverse economic base	need attainable housing
chamber	attainable housing
Genoa Bar	musical events
tourism, gaming	broader economy, affordable housing, workforce dev
	Grant writer, staffing to implement grants, shared vision of what prosperity looks like, work force development
hunting tags etc. gaming	more eco-friendly "hunting" with cameras
	americana music
Tourism	affordable housing
events	staffing to implement grants
farming/ranching, GE,	Enterprise institute
Valley has a fair amount of economic opportunities.	Great need for increased public transportation to Lake Tahoe employers.
Especially for You, JT's, CVI	Year round concerts/performances like those at CVI
tourism	more events
Starbucks, North sails; the firms that fabricate fiber glass sprots equipment the sand and gravel industry the cattle and ranching operations, water aquifer;educated work force, a ton of retired and semi retired talent to tap on; tourism, Candy Dance, light manufacturing, the airport and soaring industry, nice small retail commerce developing in Minden, and in Gardneville retail t	promote diverse light industry as in the Bently Science Park; specialty shops in Genoa more restaurants everywhere solar and wind energy; equestrian and ranching industry; adopt complete streets policies; maintain growth control, Conty to update plans regularly including Recreation and, Trails and Open Space Transfer of development rights is by itself not adecuate to promote desirable development patterns. use other tools in addition,
Low paying jobs	Better paying jobs
tourism, gaming/hospitality	better restaurants, better planned housing, better recruitment of industry providing higher level employment opportunities
Business showcase used to be great, not so many handouts anymore	More events

Low-skilled workforce	Increased non-retail business base
Beautiful views	More recreation access and options
lots of small businesses	be able to pay a living wage to those folks who want to live here but cannot. I love the businesses we have, however if there are multiple businesses all paying min wage, perhaps there needs to be less choice in order to pay a living wage. The need for workers increases, while workers need to be able to pay to live
Chamber, Main Street, Visitor's Authority, gambling	Affordable housing
OHV Tourism,	OHV Tourism, good manufacturing, more social events
Economic Vitality department	More economic diversity, workforce training and housing for local workers
Tourism	Improve 395 corridor through Gardnerville and Minden
Carson Valley Chamber of Commerce, Visitors Authority	Attainable housing, multi-unit apartments

**All data in this table were submitted by residents and survey respondents. Please excuse any spelling, grammar or other inconsistencies. These are not the views nor opinions of the authors of the report.*

6) Groups:

Groups and organizations are the foundation to a community's social fabric. Linkages and networks among community groups create social capital. Community groups (whether formal or informal) can often serve as the avenue for creating social trust, build relationships, and connect networks among community members. Involvement in these groups builds individual skills and increases involvement in community associations. Those involved in groups often help "fill the gaps" in a community and take on leadership roles. Table 7 outlines existing and desired groups as assets as identified by workshop participants in Douglas County. To be respectful of participants who completed the online survey, all comments (verbatim) are included in Table 7, regarding groups as assets.

Table 7. Douglas County Online Survey List of Assets: Groups

Existing	Desired
So much political things here	Be back to the way it was
Get the community center re opened, Tai Chi, seniors groups,	Easier for all to get busses, hud housing is a joke here, homes have no resources or help in finding a home in Douglas County
	Larger historical society type assets that are more accessible prevalent and highlight rich history
Carson Valley Art Council	More support for the arts in the community
Carson Valley Arts Council	Douglas County Cultural Commission
Carson Valley Trails Association and other dedicated volunteer organizations	
Golf groups; game groups (e.g. mahjong); CVTA; homeowners associations	Art collaborative; event planning (open to residents); Adult education
Carson Valley Trails, Food Closet	Environmental type groups, non-sport low cost kids clubs
Trails Associations, Leadership class	Sensibility and Truth, arts and Culture Collaboration
Main Street Gardnerville; Carson Valley Photography Club	Volunteer Network
CVT association	Arts and culture collaborative
animal welfare,wildhorse preservation, trails,music	arts& culture colab, wild horse preservation trail/open land preservation, rural
Caron valley trails association	Youth mountain bike club
Douglas County Leadership, churches, Chamber of Commerce	Young professional groups
Chamber, 20-30, Sertoma, Main Street, MEFIYI, Soul2Soul	Seniors groups, more inclusion of young adults/professionals
Many positive nonprofits,super library staff with diverse things to do at the library	Sustainability groups- economic and social
carson valley trail assoc	arts
	community group activities for high schoolers
	Volunteer's (fire, police, CERT, etc.)

Historical society, trails association, wild horse advocates	
Good Governance Group	Conservation Easement Alliance
CVTA	County volunteer coordinator
Douglas Animal Welfare, Douglas Historical Society,	sensibility in local elected officials
	I'd like to see more groups focused on the 30-60 age group...we're past the hang out of bars and not old enough for the senior center
Rotary, Barton, various charitable groups	Performing Arts support
We have a number of existing groups, that meet many needs	truth in our officials always a welcome addition
Chamber of Commerce	skilled government leadership
Carson Valley Trails Assoc., DC Historical Soc.	Choral Society
churches, CV trails, CV Arts, assorted book groups	rational and representative LOCAL elected officials- currently my beliefs have no representation
	Truth in local elected officials, arts and cultural collaborative, more publicity of available groups
too much reverence for old, wealthy landowners/ranchers	more groups tha care for and appreciate all animals not just humans
	Rational officials
Carson Valley Trails Association, Carson Valley Arts Council	Non-profits and volunteers not having to take on so much
Carson Valley Trails Asso, DAWG	sensibility & truth in local elected officials/decision makers
CVTA, AACC, Rotary Club, various churches	
Some music venues in summer.	More live music.
All existing groups are important.	Not sure.
BackPack Buddies	Group that can be called upon for technical help with computers, televisions, etc.
carson valley trails association	
CVTA, Visitors Authority , Q-3 Proponents; the Planning Commission the Park and Recreation Board the Library Board	Open Space Land Conservation and recreation ties Proponents
CVTA, Chamber of Commerce, Non-Profits	young professionals
	Younger service clubs
trails association, churches (so many churches), arts council	community builder space (ie: Generator in Reno), artists co-ops,
Pinenut wild horse advocates! I am forever grateful to them fighting to keep our horses safe	Natural/holistic animal care
Good Governance Group	Non-partisan County Commissions & Councils
4-H	More teen groups
plenty to go around for any interests	
Numerous non-profits	Better collaboration between existing groups
Pine Nut Mountains Trail Association	Pine Nut Mountains Trail Association

Leadership class	Young professionals networks
Douglas County Historical Society	More on preserving the small town feel.
Seroptimist of Pine Nut Valley. Kiwanis, Aktion Club, Project Santa Claus, 20-30 Club	County Commissioners with varied age range members

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Final Comments From Survey Participants:

At the end of the asset survey, participants are provided an opportunity to share any final comments regarding their community in general or specific comments related to assets. Douglas County participants provided such a multitude of comments that these are also included in the report and outlined in Table 8.

Table 8. Douglas County Online Asset Survey: Final Comments From Participants

Comments
Yes stop building and letting so many move here. Are community was nice but now you see so much more crime. It was never like that before the 3 or 4 years but very bad this year . It sucks to see such a great town go to crap because are board thinks it would be great to move California to Gardnerville . It's just Ruining a small-town that was a great place to raise your kids and family in bur not anymore ..:(
Yes stop the growth. And address the heavy traffic growing through our neighborhood on riverview Speeders going 50 daily all day in a 25 zone!!!
It's getting dangerous with the amount of sex offenders on the streets. I wish kids were safe to play outside without constant supervision. The sex offenders, drugs and alcohol are at unacceptable levels.
We have a need to expand our community involvement in local arts, we need a space dedicated to holding events besides the CVIC hall.
The public library is a true asset to the community that needs to be noted in the above charts
Thank you for doing this!
keep it rural.
I feel safe living in Gardnerville.
Need more open air restaurants
The potential for arts to have an impact on revitalizing our downtown areas has been overlooked for years. Greater emphasis is needed on focusing on the arts, arts groups and art venues. Art activities and events give people a reason to go out and support our cultural groups, restaurants, galleries and retail shops
Downtown corridors need to be walkable and more pedestrian friendly. Transportation through Minden and Gardnerville needs to be addressed to better support town plazas, patio dining and public art.
I moved here because it is SMALL. We simply do not have the infrastructure nor the resources to continue to grow (e.g. water, affordable housing, well paying jobs). We need to look at these things before building more housing at \$500k and depleting our water supplies.
Please help keep Douglas county clean & free of homeless camps. I come from a place that started like Douglas county and became ruined by homeless camps & garbage. Please try and keep the county small & not become over crowded!
PLEASE keep douglas county rural. we can bring tourism dollars without destroying our rural lifestyle and PLEASE do NOT remove our wild horses! people ALL over the world know and LOVE them!
We need to recruit and engage lifelong citizens or citizens residing in Douglas county for 20+ years to sustain and protect independent ways of life and values community was built on.

Topaz lake has no fire protection. We have to wait for TRE or Antelope Valley to respond both of which are to late to do much of anything but watch it burn. The roads are also a mess and badly need resurfacing, and this includes all the roads, all of which have been proven dedicated, including those which are currently dirt. Patching the holes does no good, since running over the patch with their truck is not enough to compact the patch and it just breaks up.
I love my home. I want to share it and keep it safe.
Do not be a litter bug!
I hate what our county has become with all the transplants and traffic.
Balancing open space and redevelopment not OVER-DEVELOPMENT a necessity. We should not aspire to be like nearby Carson City or Reno
Keep it rural and slow growth.
Douglas County is needs to focus more on infrastructure before building more homes
please keep our rural atmosphere
We need knowledgeable elected and appointed leadership.
I love our trails & open spaces
Too conservative politically.
it has the potential to be so much more than a ranchers paradise
More trails needed for horses
Sadly, recent intolerance and righteousness of some groups is making Douglas County less attractive.
More trails!
it's getting too crowded!! Too many new businesses that are duplicated in the community - how many banks, fast food, gas stations etc do we need. too many chains, not enough unique new businesses (food, shopping, etc.)
Nice community, although a little short on commerce.
Please don't make Nevada like California. Unfortunately I see that happening. :(
I agree with most of the already enumerated advantages and needs.
Moved here in 2009 and very happy we did.
We need to keep building and urban sprawl to a minimum and monitor water availability. We needs more trails and access to hiking and biking areas. Easily accessed trails are of the utmost important to me.
Save these historical buildings. Stop tearing them down for parking lots or another tire store
We used to appreciate the friendly people here, until we learned how bigoted they are against newcomers, especially those from California; & how ignorant and narrow-minded they are. Perhaps better education should be included in the survey.
I love the potential for activities but it's not easy for young people without transportation. There aren't safe ways to get around the valley on a bike.
Dont fall victim to the temptation to allow too much housing development and completely ruin the small town community that is now barely hanging by a thread. Or is it too late?
Please find away to make the traffic on 395 easier . So difficult to go to businesses .

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Snapshot of Assets

As stated earlier in this document, asset mapping is a process to create awareness of local resources and strengths. Its intended purpose is for community members to recognize what their community already has while noting desired additions to their community. Identifying community assets is an important process in driving local economic development (Burkett 2011). To create a “snapshot of assets” across each category, comments were qualitatively grouped into key themes. Themes were identified based on survey responses for each of the six asset categories. Participant comments, as listed in Tables 2-7, were reviewed and categorized into dominant themes based on similarity of responses.

Developing themes from qualitative survey responses required responses to be reviewed and coded. Similar coded responses were grouped together to create a theme (i.e., the individual responses of all the service and civic clubs listed were placed under a general theme of “Service/Civic Clubs” to reflect a broader theme). The higher frequency of coded response per theme is reflected by a sequence of listing for each asset. A snapshot of assets listing the top three existing and desired assets for each category is provided in Tables 9-14 and summarized below.

Values

Table 9. Themes of Existing and Desired Values as Assets in Douglas County

<i>Existing Values</i>	<i>Desired Values</i>
1. Small-town Atmosphere	1. Acceptance/Tolerance for Diversity
2. Ranching/Agriculture	2. More Art/Culture Opportunities
3. Access to Outdoor Amenities	3. Clean/Accessible Open Space

People

Table 10. Themes of Existing and Desired People Assets in Douglas County

<i>Existing People</i>	<i>Desired People</i>
1. Strong Volunteer Spirit	1. Less Division in Politics
2. Skilled Retirees	2. More Inclusive Community Input
3. Artists	3. More Primary-care Doctors

Places

Table 11. Themes of Existing and Desired Places as Assets in Douglas County

<i>Existing Places</i>	<i>Desired Places</i>
1. Lake Tahoe, Local Trails	1. Bike/Walking Paths That Connect to Amenities
2. Community Centers	2. More Access to the River
3. Museums, Galleries	3. More Vibrant Downtown

Play

Table 12. Themes of Existing and Desired Play Assets in Douglas County

<i>Existing Play</i>	<i>Desired Play</i>
1. Outdoor Opportunitites, Trails	1. Dedicated Bike, Pedistrian Lanes for Connectivity
2. Community Events	2. River Trail/Waterfront Park
3. Swim Center	3. Community Arts Venue

Economic

Table 13. Themes of Existing and Desired Economic Assets in Douglas County

<i>Existing Economic</i>	<i>Desired Economic</i>
1. Tourism, Gaming	1. Attainable, Affordable Housing
2. Chamber, Business Council	2. Workforce Development, Job Training
3. Many Locally Owned businesses	3. Grant Writer/Specialist

Groups

Table 14. Themes of Existing and Desired Group Assets in Douglas County

<i>Existing Groups</i>	<i>Desired Groups</i>
1. Diverse and Many Nonprofits	1. Rational/Honest Local Officials
2. Many Civic Organizations	2. Art/Culture Collaborative
3. Chamber of Commerce	3. Network for Young Professionals

Limitations

A few significant limitations need to be noted in this report. First, a very small percentage of residents completed the online community asset survey (n=77) out of a county population of 49,870 (U.S. Census 2021). Additional limitations to the survey are a majority of those who did complete the survey were female (62.34%) versus male (29.87%), and over 66% of respondents were within the age range of 55 to 65+ years of age. All nine registered zip codes in Douglas County were represented by survey respondents. Given these limitations to the community asset survey, the results are a first step in identifying existing and desired assets within the community. However, the snapshot of assets identified in this report can be used as a **starting point for discussion** among a more diverse set of residents with local decisionmakers to explore how existing and desired assets can guide economic development decisions.

Conclusion and Next Steps

Asset mapping is an important tool to assist communities in identifying resources and strengths that currently exist, and it can help reveal desired assets that residents believe should be improved upon to help drive local change in their community. The information provided in this report reflect results from the Douglas County Community Asset Survey, in connection with the Nevada Economic Analysis Baseline Report. Both of these reports are tools that can be used to help inform and guide local decisionmaking for economic development and to understand what residents value and desire in the community.

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