

Benchmark

A PUBLICATION BY TRUCKEE MEADOWS TOMORROW

Summer 2004

July 27th Meeting to Feature Regional Transportation Plan

Are you concerned about traffic congestion in the Truckee Meadows? Do you want public transportation available in your neighborhood? Do you leave the house earlier than a few years ago just to make it to work at the same time? Join Derek Morse, Regional Transportation Commission (RTC) Deputy Executive Director as he discusses the regional transportation plan update (RTP2030) at TMT's next general membership meeting, July 27th. [See box for details]

Every three years the RTC, the designated Metropolitan Planning Organization (MPO), is federally mandated to update Washoe County's transportation plan. The Regional Transportation Plan (RTP) serves as a blueprint for the county's transportation network. The plan is updated by coordinating with local jurisdictions to identify traffic impacts from current and proposed residential and commercial development. RTC then develops solutions to relieve congestion based on both current and future development and plans. From these projections, RTC designs and implements short- mid- and long-range transportation plans. The agency identifies funding from federal, state and local governments to implement the RTP. In turn, the plan is filed with the Federal Transit Administration and the Federal Highway Administration.

To ensure and encourage community input and support, a steering committee was appointed by the RTC Board of Commissioners in December 2003. The committee is comprised of a broad group of stakeholders including the following.

- Neighborhoods
- Business
- Development
- Education
- Planning
- Transportation
- Environmental representatives

The panel serves as an advisory committee to the Commission in the update process and meets the second and fourth Thursdays in open session at the Reno Sparks Convention Center at 4590 S. Virginia Street in Reno beginning at 6:30 pm.

The RTP is an important document vital to the quality

of life in the Truckee Meadows and to the future of Northern Nevada. Public input and participation in the plans development is a key to future success. Additional information can be found at www.RTC2030update.com.



Summer Membership Meeting
Tuesday, July 27, 2004
7:30 AM

Washoe Professional Center
Remedees' Meeting Rooms
(behind Remedees Restaurant)

RTC's Regional Transportation Plan

Complementary
continental breakfast and
free parking in the garage off Second Street

* * *

Next Membership Meeting
October 26, 2004

Thank you: TMT wishes to thank member Bonnie Drinkwater, Esq., Drinkwater Law Offices for her continuing in-kind contributions.

TMT Volunteers Make a Difference

Kathy (Carter, TMT President): *I would like to thank you personally and, through you, all of your wonderful TMT team for your months of planning beforehand and hard work during the (2004 Community Indicators) Conference, all of which paid off richly -- much better than playing the casinos -- in a hugely successful conference . . . I'm also grateful for having had the opportunity to meet with leaders of TMT and the Reno community . . . Clearly, Reno has some capable and far-sighted leaders, as well as a spunky and effective community indicators project. Congratulations!"*

David Swain, Consultant, Jacksonville Community Council, Inc.



Conference Co-chairs, Chris Paterson (standing) and David Swain (center)

Life Long Learning Indicator and Literacy

To insure TMT's quality of life indicators continue to reflect our community, Life Long Learning (education indicator #8), will now include measurement of the number of student or employee GED completions as one indicator of literacy. Life long learning will now be measured by the percent of students who go to college, formal training, community college, or vocational education after high school; and the number of students or employees completing vocational education, employment training, GED completion, or apprenticeship programs.

Welcome New & Renewing Members

Visionary

- EDAWN, Chuck Alvey

Corporate

- Bank of America, Bob Grubic
- Clark & Sullivan Constructors, B.J. Sullivan
- Krump Construction, Michelle & Tim Krump
- Saint Mary's Health Network, Susen Speth-Briganti
- Sierra Schools Credit Union, Ritch Van Duzer
- Wells Fargo, Mendy Elliott

Small Business

- Allied Petroleum, Paul Gonzalo
- ArcForm Group, Anne MacFarland
- Drake Realty, Inc., Daryl Drake
- Drinkwater Law Offices, Bonnie Drinkwater
- EDAWN, Gail Conkey
- Kohn Colodny LLP, Connie Christiansen
- KPS/3, Inc., Stephanie Kruse
- Lionel Sawyer & Collins, Richard W. Horton
- MarkeTec, Katherine Cole
- Media West Affiliated Co, Edwin Pereyra, CPA
- Northern Nevada Network, Tyrus W. Cobb
- Reno Sparks Chamber of Commerce, Harry York
- Rose/Glenn Group, Kerri Garcia
- Sparks Florist, Tony Fiannaca
- Washoe County District Attorney, Richard Gammick

Nonprofit

- Artown, Beth Macmillan
- C*A*R*E* Chest of Northern Nevada, Patti Meals
- Children's Cabinet, Mary-Ann Brown
- Education Collaborative of Washoe County, Denise Hedrick

Individual

- Foster Grandparent Program
- Friends of Washoe County Library, Sharon Honig-Bear
- High Sierra Industries, Lavonne Brooks
- Keep Truckee Meadows Beautiful, Christi Cakiroglu
- Neighborhood Mediation Center, Trip Barthel
- Nevada Hispanic Services Inc., Jesse Gutierrez
- Nevada Land Conservancy, Alicia Reban
- Northern Nevada Literacy Council, Vicki Newell
- Public Resource Associates, Susan Lynn
- REMSA, Jim Gubbels
- Reno Chamber Orchestra, Scott Faulkner
- Reno Sparks Association of Realtors, Cherie Williams
- Sanford Center For Aging, Zanny Marsh
- Sierra Arts Foundation, Jill Berryman
- Special Recreation Services, Kristi Davis
- Step 2-Lighthouse of the Sierra, Diaz Dixon
- Washoe ARC, James Meyer
- Washoe County District Health Dept, Barbara Hunt
- Washoe Credit Union, Amy Howe

Individual

- Lynn Atcheson
- Lavonne & Ron Brooks
- Rebecca Dickson
- Darryl Drake
- Cynthia Freeman
- Brett Kandt
- Elisa Maser
- Marilyn K. Morton
- Don Richter
- Tim R. Ruffin
- Ken & Jo Simpson
- Lynn Warne
- Karen Barsell
- Kathy Carter
- Tracie Douglas
- Karen Foster
- Dave Henselman
- Stacy Lomer
- Patricia McClelland
- Linda Nicoll
- Roberta Roth
- Robert Rusk
- Debbie Smith

Huffaker Hills Trail Building Event -- Community Success

It was a beautiful spring morning on May 8, 2004, when 55 dedicated trail building volunteers converged on a parcel of Washoe County open space in the Huffaker Hills near Rattlesnake Mountain in Reno. The goal was to build approximately one mile of urban trail – half of a future figure eight mile loop. The shovels, picks, McClouds, mattocks, hoes and rakes started flying. Within four hours, a trail was roughed out in formerly rocky and varied terrain, and tired but satisfied volunteers broke for lunch and viewed their success.

Truckee Meadows Trails Association and Sierra Pacific Power Company led the volunteer organizing team, working closely with Washoe County. The result was the beginning of a trail system that will be a community legacy for many years to come. A second volunteer trail building event is scheduled for June and a third event in the fall.

Thanks to all for your commitment to
TMT and Quality Of Life!



Truckee Meadows Trails Association in action!

TMT Quality of Life Compacts -- Updates

Community compacts are voluntary agreements between TMT and one or more organizations designed to measurably improve specific quality of life indicators. For more information visit www.quality-of-life.org.

Parental Involvement Compact -- Washoe Education Association and Washoe County School District to increase the number and improve use of parental volunteers in the classroom:

- The WEA and WCSD held parental involvement trainings for every school site on May 10th, 11th and 12th. Each school brought their plans for next year, what worked best in the past, and brainstormed different approaches to getting more parents involved. Each WCSD site will use the same parental involvement template to be used in the *No Child Left Behind* reporting process later this year-end.
- The district is currently putting together a compendium of best practices to be distributed to every school this fall.

Community-wide Indicators Compact -- United Way of Northern Nevada & the Sierra to tie nearly \$1 million in community funding to outcomes and indicators relating to quality of life (year one of three):

- Over 150 individuals received in-depth "Advanced Outcomes Training" including United Way staff and volunteers, funded partner agency staff, and TMT volunteers. The 2-hour training included TMT's quality of life indicators -- what they are about and how to tie these quality of life indicators back to the important work the nonprofits do every day with their clients. United Way volunteers are commenting on how pleased they are with the continuously

- improving quarterly reports from funded partners.
- On June 9th, TMT was featured as a model collaboration at the Parasol Community Collaboration (PCC) strategic planning retreat. The PCC, formed in 1996 in Incline Village, looked to TMT for inspiration as it strives to promote best practices for collaboration gathered from both the nonprofit and for-profit sectors. Forty PCC members were in attendance and the TMT/ UWNNS Compact was featured as a way to connect the work of nonprofit programs to their community-wide indicators.



Nancy Muniz, Charles Schwab Bank and Michael Hix, First Independent Bank discuss affordable housing as a possible compact

Thanks to Washoe County for hosting TMT's first interactive Community Workshop on Quality of Life Compacts this past April, with taping and broadcast by The Media Center.



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Headlines and Quality of Life Askew?

As a community, how do we reconcile our economic, environmental and social accountability? Let's consider the recent mixed bag of local headlines:

Survey predicts job growth

Northern Nevada Business Weekly (NNBW), 3/17/03

Study calls Nevada a 'social recession state'

Reno Gazette-Journal (RG-J), 11/21/03

Growing businesses already here, NNBW, 3/29/04

Book ranks Reno the 9th-best place to live, RG-J, 3/31/04

Nevada grads lag in college transition . . . State ranks at or near bottom in three categories, RG-J, 4/10/04

Reno-Sparks in Top 25 best places for business
RG-J, 5/11/04

As the saying goes, "You have freedom of choice, but no freedom from responsibility." These headlines tell us we're on track but still need improvements if the region is to build the capital needed for sustainable quality of life. Economics 101 teaches that creating jobs increases economic value, which in turn, increases the demand for products and services -- great news for investors and building sustainable businesses in the area.

Well, what about infrastructure and a healthier community? As businesses grow, they have a greater

Karen L. Hruby, PhD, TMT Executive Director

ability to develop staff and recruit talented employees, so the intellectual capital in the region also grows. In the perfect world, this implies more citizens involved in participatory governance, which in turn creates more political capital to strengthen civic infrastructure. More citizen participation could even increase government trust and policy-making based on community indicators and citizen preferences.

Ah, but this isn't the perfect world -- it's just a great place to live! And the capacity for change takes time. So TMT asked **Chuck Alvey, President/CEO, Economic Development Authority of Western Nevada:** how are business decisions made in light of the quality of life impacts that sustain both businesses and the region?

"It's not cliché to say healthy economies and quality of life go hand-in-hand. One does not exist at the expense of the other. EDAWN's mission states that we recruit and expand quality companies that have a positive impact on the quality of life in the region. As economic development leaders and residents of this community, EDAWN and our partners are constantly balancing economic vitality with quality of life indicators that support the health, wealth and future of the Truckee Meadows."

Chuck Alvey, President/CEO, EDAWN

Editor's note: Thanks to TMT Vanguard member Washoe County for printing this issue of Benchmark