



Storey County Strategic Plan

FY 2024 / 25

Adopted by the Storey
County Board of
County Commissioners:
05/21/2024

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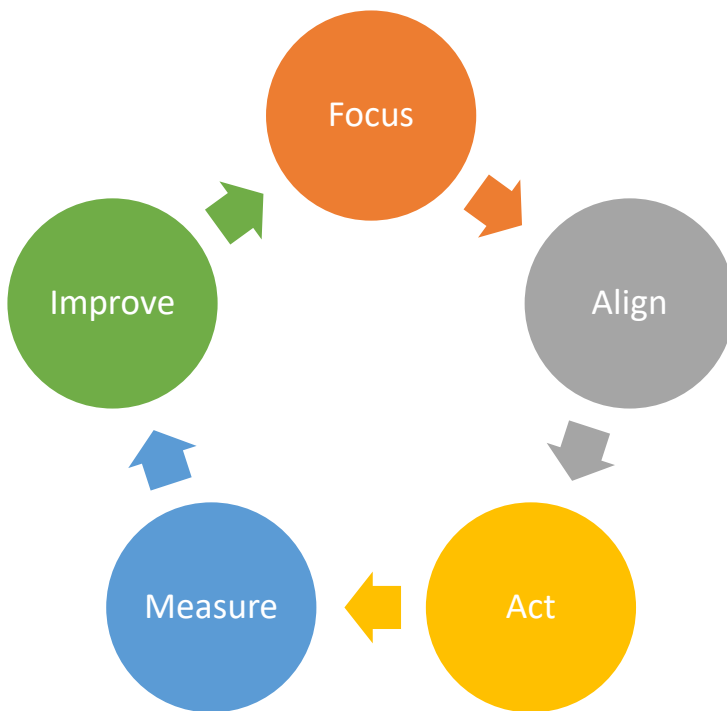
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Introduction

This Strategic Plan provides a road map for the future of Storey County. The Board of County Commissioners has identified goals important to the County - its residents, businesses, and visitors – and identified actions required to achieve these goals.

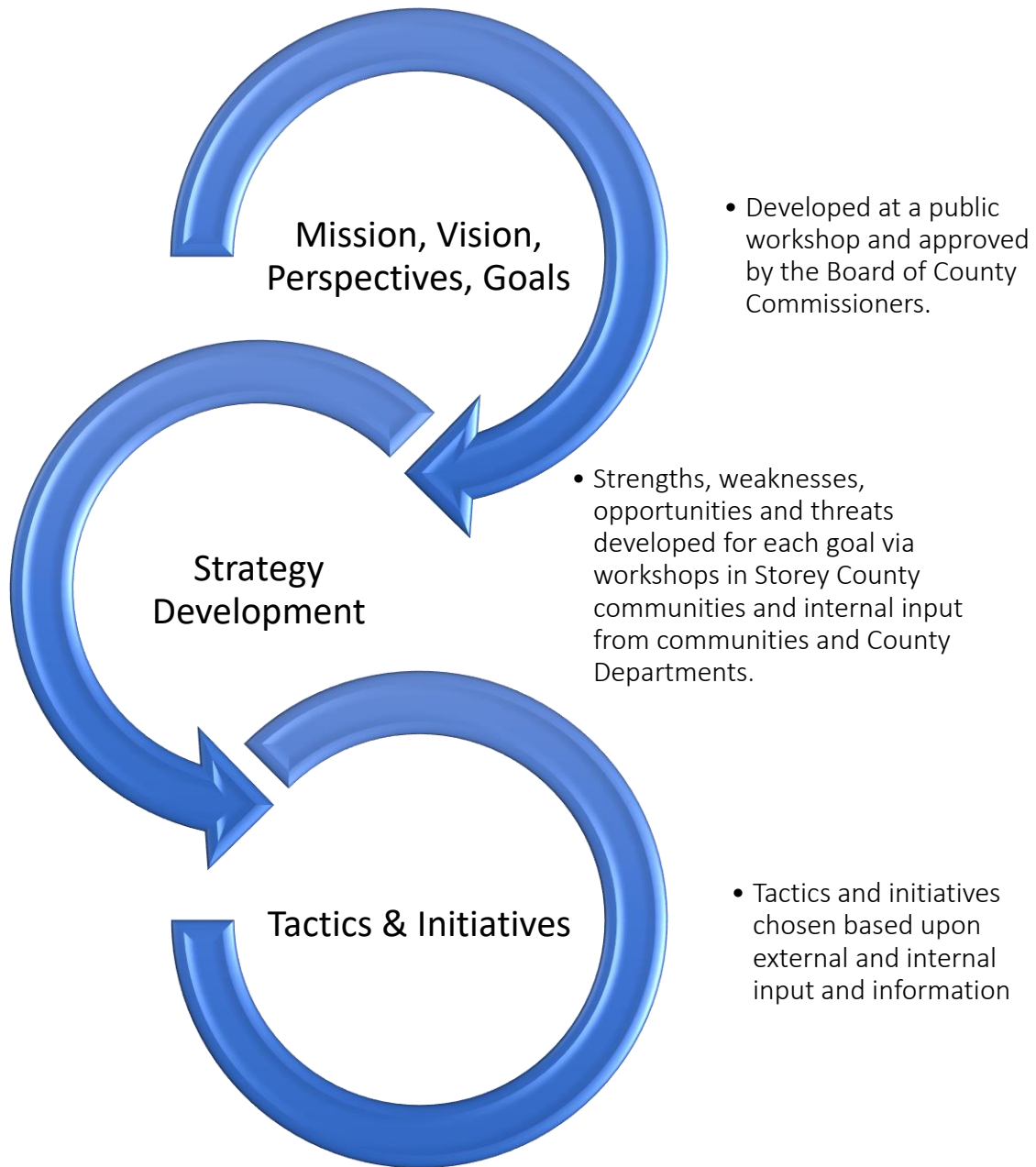
This is a living document. The goals set in this plan reflect what each community determined will enhance their unique quality of life. The goals are not likely to change from year to year, however, conditions around and within each community will change. Storey County government must be ready to adapt to take advantage of opportunities as they develop and make quick adjustments to address future threats on the horizon.

Storey County’s strategic planning process involves 5 key components:



- Focus Establish goals that support the long-term success of Storey County and the communities we serve.
- Align Coordinate resources throughout the organization in pursuit of the goals.
- Act Evaluate current conditions and identify tactics and initiatives that support current objectives.
- Measure Develop analytics and other tools that can indicate the impact of our efforts.
- Improve Make changes in tactics and initiatives as necessary to enhance impact to our stated goals.

I. The Planning Process



II. Storey County Strategic Plan – Vision, Mission, Perspectives, and Goals

Vision

Storey County is a place where independence is valued, the rural Nevada lifestyle and rich history is treasured, and businesses, large and small, thrive.

Mission

We strive to provide excellent, efficient, and predictable services; be accessible and transparent; preserve our past and embrace our future; and provide safe and welcoming places for our residents, businesses, and stakeholders.

| | Perspective | | Goal |
|---|---|-----|---|
| 1 | Support the safety of our communities. | 1.1 | Keep communities safe from crime. |
| | | 1.2 | Support and coordinate efforts with the Storey County Fire Protection District. |
| | | 1.3 | Provide quick response to calls for emergency services. |
| | | 1.4 | Have plans ready to prepare, respond, and recover from emergencies. |
| | | 1.5 | Provide safe roadways, pedestrian ways, and drainages. |
| 2 | Support the health and resiliency of our communities. | 2.1 | Create a safe and appealing built environment. |
| | | 2.2 | Support the senior population through nutrition and other programming that creates holistic social and physical well-being. |
| | | 2.3 | Support organizations and programs that contribute to the health and welfare of the general population. |
| | | 2.4 | Provide safe and adequate drinking water. |
| | | 2.5 | Provide for safe and adequate wastewater treatment and waste disposal. |

| Perspective | | Goal |
|-------------|--|--|
| | | 2.6 Operate recreational facilities for safe and optimum use by the public. |
| 3 | Respect and promote the distinct character and heritage of our communities. | 3.1 Encourage public participation in setting the future direction of each unique community. |
| | | 3.2 Support infrastructure that enhances the character and heritage of our communities. |
| | | 3.3 Support historic preservation in the Virginia city and Gold Hill areas. |
| 4 | Attract, retain, and grow businesses that will support long-term sustainability. | 4.1 Provide an environment that supports and promotes quality business growth and development. |
| | | 4.2 Support the tourism development efforts of the Virginia City Tourism Commission. |
| 5 | Storey County governance is accessible and transparent. | 5.1 Encourage public participation in all aspects of governance. |
| | | 5.2 Provide accurate and timely information to every community. |
| 6 | Provide excellent, predictable, and efficient service to all our communities. | 6.1 Anticipate, evaluate, and plan for public service needs. |
| | | 6.2 Maximize the efficient use of County resources. |

Perspective 1 Support the safety of our communities.

| Goal 1.1 Keep communities safe from crime. | | | |
|--|--|---|--|
| Objective | | Strategy | Tactic |
| Improve awareness and access to information in all county communities. | | Include communications related to Sheriff’s services and tips for staying safe. | Explore public outreach app. |
| | | | Include SO comments in e-blasts and appropriate PR communications. |
| Enhance law enforcement presence in each community. | | Improve facilities and equipment. | Build TRI-Center Sheriff’s Substation at Station 75. |
| | | | Replace and purchase vehicles. |
| | | | Add evidence storage facility at TRI-Center. |
| | | | Explore options and federal funding to improve detention facilities. |

| Goal 1.2 Support and coordinate efforts with the Storey County Fire Protection District | | | |
|--|--|---|---|
| Objective | | Strategy | Tactic |
| Update the Storey County Master Plan. | | Develop goals and policies that enhance building and fire safety. | Update goals and policies related to fire access, development standards, and infrastructure. |
| Enhance water systems for fire suppression. | | Enhance Fire Water Cisterns for the Highlands (Phase 1 of 3). | Budget to replace 3 fire cisterns. |
| Share services between county and district to maximize resources. | | Update interlocal agreement between the county and the Fire District for shared services. | Include HR, Comptroller, payroll, vehicle service, and administrative functions in agreement. |

| Goal 1.3 Provide quick response to calls for emergency services. | | | |
|---|--|--|---|
| Objective | | Strategy | Tactic |
| Maintain inter-agency coordination. | | Cooperate and meet regularly to share resources and information. | Maintain monthly e-board meetings coordinating Fire, Sheriff, EM communications, and IT technology support. |
| Improve equipment. | | Integrate MBT terminals into Fire and Sheriff programs. | Purchase and install MBT terminals in Fire and SO vehicles. |
| | | | Provide IT resources needed to administer MBT onboarding and maintenance. |

| Goal 1.4 Have plans ready to prepare, respond and recover from emergencies. | | | |
|--|--|---|--|
| Objective | | Strategy | Tactic |
| Improve awareness and access to information in all County communities. | | Educate the public at community events and in field exercises about emergency preparedness. | Expand use of themed social media pushes and apps. |
| | | | Transition to Rave mass notification system. |
| | | | Coordinate with the Sheriff's Office and Fire District on joint preparedness town halls, public events, and evacuation and other drills. |
| | | | Improve branding for recognition though logo-wear, signage, vehicle decals, etc.). |
| | | | Distribute preparedness education handouts and other materials at community events. |
| | | | Implement 5-year Integrated Preparedness Plan with annually themed trainings and exercises to bolster community preparedness. |
| | | | Establish consistent and uniform emergency/urgent |

| Goal 1.4 Have plans ready to prepare, respond and recover from emergencies. | | | |
|--|--|---|--|
| Objective | | Strategy | Tactic |
| | | messaging throughout the county. | Develop PIO and communications plan between SO, Fire, EM, and other offices. |
| | | Inform the public where to obtain emergency response information during an event. | Provide resources and links on website, social media, at community events. |

| Goal 1.5 Provide safe roadways, pedestrian ways, and drainages. | | | |
|--|--|---|--|
| Objective | | Strategy | Tactic |
| Enhance public outreach about road conditions. | | Utilize online resources to provide information to the public. | Utilize social media and website to notify the public of snow and road closures. |
| | | | Explore mobile apps that facilitates direct public outreach. |
| Repair and improve existing county roads. | | Update countywide road rehabilitation plan for Fiscal Year 2025. | Align plan update with actual local road conditions. |
| | | Monitor FY25 revenues and accelerate the road repair schedule if funds allow. | Add failing FY26 roads to FY25 projects spring if revenues exceed expectations. |
| | | Repair major collector roads identified in road rehabilitation plan as needing immediate attention. | Bid out and reconstruct Lousetown Road. |
| | | | Correct poor drainage and grading on west portion of Peri Ranch Road. |
| Improve drainage infrastructure serving county roads. | | Implement the goals and policies of the Storey County Master Plan. | Implement Lockwood Flood Mitigation Study, Alternative #3, Rank #2. |
| | | | Continue Mark Twain/ Dayton Valley Area Drainage Master Plan Phase 1 study. |

| Goal 1.5 Provide safe roadways, pedestrian ways, and drainages. | | | |
|--|---|--|---|
| Objective | | Strategy | Tactic |
| | | | Install drainage culverts along Six Mile Canyon Road. |
| | | | Implement Six Mile Drainage Study (Phase 1 of 2) |
| | | Prepare drainage study for County roads and parcels at the TRI-Center. | Prepare a Request for Qualifications (RFQ) for a TRI-Center drainage study. |
| Enhance vehicle and pedestrian safety on county roads. | | Slow down traffic and increase driver awareness on I and L Streets. | Install lane restrictor devices, signage, and other traffic calming devices on I and L Streets. |
| | | Design a proper vehicle rail crossing at Fairgrounds Road and F Street (Phase 1 of 2, design). | Design a realignment of Fairgrounds Road to the north of the rail crossing, install proper signage and street markings. |
| | | Manage increasing cross traffic at the Milan Drive and Electric Avenue intersection. | Install a traffic signal at Milan and USA Parkway in the TRI-Center (85% paid by Tesla GSA). |
| | | Prevent semi-tractor-trailers from driving up Six Mile Canyon Road. | Design and develop turnaround infrastructure near the Lyon-Storey County line. |
| | | | Execute inter-local agreement with Lyon County to install Storey County signage and infrastructure on Six Mile Canyon Rd. |
| | Prevent semi-tractor trailers from driving on Peri Ranch Road at the LCC community. | Coordinate Sheriff presence on Peri Ranch Road, especially during I-80 closures. | |
| Improve and expand road construction support facilities. | | Facilitate a secure place to store Public Works equipment at project locations. | Purchase portable fence and trailer for countywide Public Works equipment storage. |
| | | Enhance reliability of vehicle fueling stations. | Replace double-lines fuel tanks at TRI-Center Public Works yard. |
| Update the Storey County Master Plan. | | Review plan to ensure that it aligns with changes to roads and | Modify goals and policies to match current conditions. |

| Goal 1.5 Provide safe roadways, pedestrian ways, and drainages. | | | |
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| Objective | | Strategy | Tactic |
| | | pedestrian ways since 2016. | |
| Establish and maintain private-public partnerships. | | Coordinate with Chamber of Commerce to implement “Main Streets” program in Virginia City to explore boardwalk resolutions. | Liaise with Virginia City Tourism Commission, Chamber of Commerce, and business community to explore potential boardwalk maintenance programs under “Main Streets” program. |
| | | | Include the Chamber of Commerce in Master Plan update workshops. |

Perspective 2 Support the health and resiliency of our communities.

| Goal 2.1 Create a safe and appealing built environment. | | | |
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| Objective | | Strategy | Tactic |
| Improve awareness and access to information in all county communities. | | Provide resources for prospective real estate buyers on zoning, development codes, Storey County Master Plan, and building limitations. | Update online property databases to reflect current zoning. |
| | | | Educate the public about zoning and mater plan designations during town halls and other public meetings. |
| | | | Hold Master Plan update workshops in each community of the county. |
| | | Educate new residents about rural living and challenges unique to Storey County. | Develop and distribute fliers to owner-builders and permittees about challenges and limitations of building and living in rural Storey County. |
| Create a website providing resources about mine claims, clouded title, water rights and issues, historic district designation, local zoning and land uses, ZIP Codes, local wildlife and | | | |

| Goal 2.1 Create a safe and appealing built environment. | | | |
|--|--|--|--|
| Objective | | Strategy | Tactic |
| | | | climate, and level of government services. |
| Implement the Storey County Master Plan. | | Implement and conform to the policies of the Storey County Master Plan for each community. | Monitor plan policies to ensure alignment with current conditions and trends. |
| Improve vehicle circulation and parking in Virginia City. | | Conduct a Virginia City vehicle parking and circulation study. | Review and update the 1992 Virginia City Parking Study to meet current conditions and trends. |
| | | | Engage the Sheriff's Office, Fire District, and Virginia City Tourism Commission as key stakeholders in the plan update. |
| Support and maintain sustainable private-public partnerships. | | Continue implementing the terms of the TRI-Center Development Agreement. | Review the TRI-Center Development Agreement before making decisions on subject infrastructure. |
| | | Review and consider private-public partnership proposals. | Review and consider proposed development agreements, special assessment districts, and other programs supporting development that minimize impacts to existing County taxpayers. |
| | | | Evaluate potential county and regional economic and other benefits of proposals. |
| | | Consider cost-effective government services agreements that offset infrastructure impacts of Nevada Revised Statute mandated tax abatements. | Retain special counsel to guide negotiations and prepare legal and fiscal documents. |

| Goal 2.1 Create a safe and appealing built environment. | | | |
|---|--|--|--|
| Objective | | Strategy | Tactic |
| | | Evaluate potential financial assistance to assist small businesses with building and façade repairs. | Explore potential benefits of C-PACE financing programs. |
| | | | Coordinate with Chamber of Commerce to implement “Main Streets” program in Virginia City. |
| Clean up Storey County communities of solid waste, unregistered vehicles, noxious weeds, fire fuels, and potential hazards. | | Enforce county nuisance and building codes efficiently, accurately, and consistently. | Review development codes for consistency and accuracy. |
| | | | Recruit a full-time code enforcement officer. |
| | | | Efficiently and consistently enforce building and fire codes countywide. |
| | | Provide resources and assistance to help residents conform to nuisance and building codes. | Promote free-dump vouchers countywide. |
| | | | Promote “You Call, We Haul” fire fuels reduction trailer program. |
| | | | Coordinate free roll-off dumpsters and seek volunteer efforts to assist residents in-need with property cleanup. |

| Goal 2.2 Support senior population through nutrition and other programming that creates holistic social and physical wellbeing. | | | |
|--|--|--|---|
| Objective | | Strategy | Tactic |
| Provide cost-effective social and health services to seniors in each community. | | Maintain interlocal agreement with Community Chest, Inc. | Fund health and social service programs provided to the county by Community Chest, Inc. in the FY25 budget. |
| Provide facilities that adequately serve the needs of all communities. | | Replace and repair facilities to provide site-cooked meals, social | Replace Lockwood Senior and Community Center with new facility. |

| Goal 2.2 Support senior population through nutrition and other programming that creates holistic social and physical wellbeing. | | | |
|--|--|---|---|
| Objective | | Strategy | Tactic |
| | | activities, recreation, and other support to seniors in each community. | Design and construct metal outbuilding to store fire apparatus at Mark Twain Community Center. |
| | | | Retrofit current Mark Twain Community Center and fire apparatus bays for new community center needs. |
| | | | Evaluate future growth and needs of VC Senior Center and explore potential opportunities at other potential facilities. |

| Goal 2.3 Support organization and programs that support the health and welfare of the general population. | | | |
|--|--|--|--|
| Objective | | Strategy | Tactic |
| Provide indigent services in conformance with the Nevada Revised Statutes. | | Evaluate and update indigent policies and programs as needed. | Evaluate county indigent program policies to ensure conformance with NRS. |
| | | Maintain interlocal agreements with Nevada State agencies providing youth, health, and other indigent services outside of the county's capacity. | Fund necessary indigent services in the FY25 budget. |
| | | | Renew indigent program interlocal agreements with the State of Nevada. |
| Expand broadband internet infrastructure and services countywide. | | Implement MOU and agreement with CC Communications for broadband access to all communities in Storey County. | Begin phase 1 Virginia City and Gold Hill of the MOU with CC Communications. |
| Provide cost-effective social and health | | Provide health and social services through | Provide health and social services through an interlocal agreement with the Community Chest. |

| Goal 2.3 Support organization and programs that support the health and welfare of the general population. | | | |
|--|--|---|--|
| Objective | | Strategy | Tactic |
| services to each community. | | interlocal agreements with qualified agencies. | Provide health services through an interlocal agreement with the Quad-Counties Health Coalition. |
| Facilitate opportunities for affordable housing. | | Explore methods that the county may apply toward facilitating infrastructure supporting housing development and rehabilitation. | Reach out to surrounding communities and agencies to ensure that the county is aware of all available programs that aid in the expansion of housing and residential development. |
| | | | Evaluate county-owned land for potential affordable housing trusts and other programs. |
| | | Update the Storey County Master Plan to consider additional potential housing opportunities. | Develop goals and policies that expand responsible housing opportunities. |
| Facilitate qualified workforce for businesses in the county. | | Connect businesses with regional workforce development resources. | Connect businesses to local resources for employees, professional development, and related programs. |

| Goal 2.4 Provide safe and adequate water. | | | |
|---|--|---|---|
| Objective | | Strategy | Tactic |
| Improve water fund sustainability without impacting existing rate payers. | | Increase water connection fees for new construction. | Evaluate possible methods of using variable connection fee schedules to promote specific housing types. |
| | | | Draft and approve ordinance increasing water connection fees for new residential construction. |
| | | Fund improvements through grants and federal appropriations. | Seek federal and state grants and other means of funding to repair water systems. |
| Attract and retain qualified water distribution and treatment employees | | Explore incentive programs to attract and retain certified and qualified water personnel. | Update classification and compensation plan in accordance with policy and employee agreements. |
| Improve water system infrastructure. | | Design Silver City water transmission line | Utilize design engineering to secure federal appropriations. |

| Goal 2.4 Provide safe and adequate water. | | | |
|---|--|---|---|
| Objective | | Strategy | Tactic |
| | | replacement, phase 1 of 2. | |
| | | Design and environmental preliminary architectural reporting for Lead siphon replacement project, phase 1 of 5. | Utilize design engineering to secure federal appropriations. |
| Maintain safe and reliable water systems. | | Repair and upgrade water storage and treatment systems. | Repair and seal water tanks over several years. |
| | | | Replace water filter media in water treatment system. |
| | | | Improve water treatment recirculation – replace open bodies with tank. |
| | | Maintain appropriate water and system security. | Upgrade video monitoring FY25. |
| Ensure sufficient and affordable raw water to the Storey County Water System. | | Maintain engagement with the State of Nevada. | Negotiate a cost-effective successor Marlette Water Agreement with the State of Nevada. |

| Goal 2.5 Provide for safe and adequate wastewater treatment and waste disposal. | | | |
|--|--|--|---|
| Objective | | Strategy | Tactic |
| Improve wastewater fund sustainability without impacting existing rate payers. | | Increase wastewater connection fees for new construction. | Evaluate possible methods of using variable connection fee schedules to promote specific housing types. |
| | | | Draft and approve ordinance increasing wastewater connection fees for new residential construction. |
| | | Fund improvements through grants and federal appropriations. | Seek federal and state grants and other means of funding to repair wastewater systems. |
| Attract and retain qualified wastewater distribution and treatment employees | | Explore incentive programs to attract and retain certified and | Update classification and compensation plan in accordance with policy and employee agreements. |

| Goal 2.5 Provide for safe and adequate wastewater treatment and waste disposal. | | | |
|--|--|---|--|
| Objective | | Strategy | Tactic |
| | | qualified wastewater personnel. | |
| Maintain safe and reliable wastewater systems. | | Repair and upgrade wastewater collection and treatment systems. | Rehabilitate the Gold Hill Collection System, phase 1 of 2 design. |
| Improve operations and efficiency of the wastewater treatment plant. | | Add generator to Gold Hill wastewater treatment plant. | |

| Goal 2.6 Operate recreational facilities for safe and optimum use by the public. | | | |
|---|--|---|--|
| Objective | | Strategy | Tactic |
| Expand parks and recreation facilities in each community in the county. | | Seek community input, design, and implement parks and recreation equipment improvements and expansions in the county. | Engage public to discuss potential Mark Twain Park expansions and integration with Community Center upgrades. |
| | | | Determine location and design of par-course in Virginia City per community request, phase 1 of 3. |
| | | | Determine location and design of Lockwood dog park to determine the feasibility of using the location as a viable replacement property for the existing Land and Water Conservation Fund conversion, phase 1 of 3. |
| Provide safe, secure, and functional park facilities in each community in the county. | | Design and implement upgrades and repairs to existing park facilities. | Replace swing set at Highlands Pinion Park. |
| | | | Begin reconstruction of 1964 Storey County Swimming Pool, phase 1 of 2 design. |
| Manage Off Highway Vehicle (OHV) use in lands surrounding communities. | | Divert OHV uses away from private properties, homeowners' association areas, and other unpermitted areas. | Work with residents to identify viable off highway vehicle (OHV) areas for future designation. |
| | | | Engage in OHV forum/club outreach to properly align OHV maps to public OHV trails and away from private communities. |

| Goal 2.6 Operate recreational facilities for safe and optimum use by the public. | | | |
|--|--|-----------------|---|
| Objective | | Strategy | Tactic |
| | | | Support Sheriff's OHV programs through grants. |
| | | | Demonstrate private properties and BLM land to Google Maps, Apples Maps, and other online mapping software providers. |

Perspective 3 Respect and promote the distinct character and heritage of our communities.

| Goal 3.1 Encourage public participation in setting the future direction of each unique community. | | | |
|---|--|--|---|
| Objective | | Strategy | Tactic |
| Facilitate public awareness and involvement in community affairs. | | Utilize online and other resources to provide information to the public. | Explore the potential use of mobile apps. |
| | | | Install electronic message board at Mark Twain Community Center to better inform the public about meetings and events, phase 1. |
| | | Facilitate public participation in the Storey County Master Plan update. | Hold multiple Master Plan update workshops in each community and by Zoom. |

| Goal 3.2 Support infrastructure that enhances the character and heritage of our communities. | | | |
|--|--|--|--|
| Objective | | Strategy | Tactic |
| Protect Lagomarsino Petroglyphs. | | Coordinate with adjacent landowners and applicable agencies to minimize roads and other development potentially impacting petroglyphs. | Educate area landowners and developers about the existence and value of the Petroglyphs. |
| | | | Encourage development alternatives that minimize impacts to the Petroglyphs. |
| | | | As a Cooperating Agency with the BLM on the Green-link project, cause major power transmission line alignment away from the Petroglyphs. |
| | | Provide security and public enjoyment at the Petroglyphs. | Seek funding opportunities to facilitate 24/7 ranger station or onsite security. |
| | | | Seek funding opportunities to facilitate supervised public access. |

| Goal 3.2 Support infrastructure that enhances the character and heritage of our communities. | | | |
|--|--|--|--|
| Objective | | Strategy | Tactic |
| Reflect community pride and identity in public facilities. | | Maintaining clean and well-managed building exteriors that complement the surrounding community. | Include xeriscaping (low/no water) to the Sheriff's Lockwood Substation. |
| | | | Repair north wrought iron fence of Courthouse. |
| | | | Add informative sign to Highlands Community Center. |
| | | | Paint and update interior space of Highlands Community Center. |
| | | | Include xeriscaping (no/low water) to the Mark Twain Community Center upgrade project design, phase 1. |
| | | | Maintain Mark Twain Veterans' Memorial. |
| | | | Install flagpole at the Justice Court. |
| | | | Maintain orderly parking lots and equipment maintenance yards. |
| | | | Maintain or install "dark skies" conforming light fixtures on all county facilities. |
| Develop and maintain roads and infrastructure that is compatible with the built environment in each community. | | Repair road and pedestrian infrastructure. | Repair roads in accordance with annual Roads Capital Improvement Plan for each community. |
| | | | Replace broken streetlamps on B and C Streets in Virginia City. |

| Goal 3.2 Support infrastructure that enhances the character and heritage of our communities. | | | |
|---|--|---|--|
| Objective | | Strategy | Tactic |
| | | | Conform to the transportation infrastructure goals and policies of the Storey County Master Plan in each community. |
| | | | Coordinate potential boardwalk repairs and upgrades with the Chamber of Commerce and Main Streets America program. |
| | | | Cooperate with the Virginia City Tourism Commission on potential public transportation support systems. |
| Provide a community center in the Highlands, Lockwood, Mark Twain, and Virginia City. | | Modify existing facilities and construct new facilities to provide community center services. | Begin phase 2 of Highlands Community Center upgrade, design (restrooms and warming kitchen.) |
| | | | Develop Lockwood Community Center, phase 2 construction. |
| | | | Build fire apparatus bay at Mark Twain and retrofit current bays when vacated to serve as additional community center space. |
| | | | Explore potential community center facility expansion at Hugh Gallagher Elementary School if vacated by the school district. |

| Goal 3.3 Support historic preservation in the Virginia City and Gold Hill areas. | | | |
|--|--|---|--|
| Objective | | Strategy | Tactic |
| Improve and maintain county-owned historic structures with assistance of qualified non-profit organizations. | | Designate and assist qualified non-profit organizations to maintain historic county-owned structures. | Assist non-profit with grant efforts to install an elevator at Saint Mary's Art Center, phase 1 of 2 design. |
| | | | Assist non-profit with seismic retrofit of Saint Mary's Art Center, phase 1 of 2 design. |
| | | | Evaluate and consider preservation and management |

| Goal 3.3 Support historic preservation in the Virginia City and Gold Hill areas. | | | |
|--|--|--|---|
| Objective | | Strategy | Tactic |
| | | | methods for Piper’s Opera House. |
| | | | Restore front doors at Piper’s Opera House. |
| | | | Repairs to west retaining wall at Piper’s Opera House. |
| Make necessary upgrades to the Storey County Courthouse to ensure its future as a public service facility. | | Seek fiscal resources to improve structural integrity of the Courthouse. | Seek grant funding for seismic retrofits to the Courthouse. |
| | | | Explore methods to retrofit Courthouse to meet modern security and use needs. |

Perspective 4 Attract, retain, and grow businesses that will support long-term sustainability.

| Goal 4.1 Provide an environment that supports and promotes quality business growth and development. | | | |
|---|--|---|--|
| Objective | | Strategy | Tactic |
| Provide high-speed broadband internet services to all residents and businesses in Storey County. | | Utilize the expertise and resources of a qualified broadband service provider to develop infrastructure and provide affordable internet services. | Implement an MOU and agreement with CC Communications for broadband access to all communities in Storey County, phase 1 will be Virginia City. |
| Maintain Storey County’s competitive business environment in Nevada and provide distinguished services to business stakeholders in Storey County. | | Reduce bureaucracy and foster a business-friendly and customer-oriented government. | Explore opportunities to consolidate or co-locate administrative County functions. |
| | | | Review current ordinances, procedures, and fees to reduce or eliminate where possible. |
| | | | Consider potential adverse impacts that new ordinances and fees may have on businesses prior to considering new regulations and fees. |
| | | | Evaluate the purpose of all ordinances and fees. Reduce regulations and fees that provide little or no value to the |

| Goal 4.1 Provide an environment that supports and promotes quality business growth and development. | | | |
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| Objective | | Strategy | Tactic |
| | | | county, stakeholders, community, or environment. |
| | | Provide current, fair, and efficient business regulations. | Maintain streamlined and customer-oriented procedures and policies. |
| | | | Seek professional services to review, update, and align Storey County Codes with Virginia City Tourism Commission Codes. |
| | | Respond quickly and accurately to customer questions and demands. | Respond to resident, business, and prospective business calls and inquiries promptly and accurately. |
| | | | Utilize social media and explore use of app to communicate directly to residents and businesses. |
| | | | Minimize phone-tree menus where possible. |
| Provide needed assistance for business growth and development. | | Study areas of needed and address known deficiencies. | Conduct a comprehensive housing needs assessment. |
| | | | Seek and provide funding and programs that help small businesses with workforce, housing, and business needs. |
| Provide safe, clean, and professional facilities for businesses and prospective business clients. | | Improve facilities to enhance business attraction and development | Renovate restroom at TRI-Center to provide a better experience for prospective business clients. |
| | | | Repaint and apply Storey County decals to van. |

| Goal 4.1 Provide an environment that supports and promotes quality business growth and development. | | | |
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| Objective | | Strategy | Tactic |
| Provide and coordinate resources to small businesses and entrepreneurs in Storey County. | | Develop and coordinate programs that support small businesses and entrepreneurship in Storey County. | Coordinate with Chamber of Commerce and business development agencies to identify startup and operations grants, small business administrative (SBA) loans, and other financial support to better support businesses within the county. |
| | | | Seek potential assistance for workforce development and retention, childcare options, fringe benefits, and other support for small businesses. |
| | | | Research programs to ensure that they are not duplicative to those already provided, especially those provided by State and other agencies at no-cost to stakeholders. |

| Goal 4.2 Support the tourism development efforts of the Virginia City Tourism Commission. | | | |
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| Objective | | Strategy | Tactic |
| Plan and facilitate infrastructure needed to implement successful tourism programs and facilities. | | Facilitate infrastructure upgrades and provide plans to support events and recreation facilities. | Complete Fairgrounds water and electrical upgrade, phase 2 of 2. |
| | | | Provide regulatory and policy support to VCTC's pocket park deck at the Black & Howell site, phase 1 of 2 design. |
| | | | Conduct the Virginia City vehicle parking and circulation study. |
| | | | Evaluate the possibility of a small convention center in Virginia City. Consider this project when performing the |

| Goal 4.2 Support the tourism development efforts of the Virginia City Tourism Commission. | | | |
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| Objective | | Strategy | Tactic |
| | | | Facility Study for current and future county structures. |
| | | | Conduct vehicle egress and circulation study on B, C, D, E Streets. |
| Update the Storey County Master Plan | | Include key stakeholders in discussions and decisions of the Storey County Master Plan update. | Consider the needs of tourism when updating the Storey County Master Plan, with special attention to Fairgrounds and area impacts. |
| | | | Involve the Virginia City Tourism Commission in the Master Plan update. |
| Share services to maximize resources. | | Maintain interlocal agreement between the County and the Virginia City Tourism Commission to share and minimize duplicated services. | Collaboratively review the existing interlocal agreement and amend as needed. |

Perspective 5

Governance by Storey County is accessible and transparent.

| Goal 5.1 Encourage public participation in all aspects of governance. | | | |
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| Objective | | Strategy | Tactic |
| Effectively inform and provide opportunities and encourage resident, business, and stakeholder engagement with Storey County government. | | Utilize technology and online resources to reach and involve stakeholders in government meetings and decisions. | Upload board meeting audio/video recordings to website. |
| | | | Better utilize social media and possible new app to inform residents of town halls and workshops. |
| | | | Increase available public records on county website. |
| | | | Return to Civic Plus website platform, improve auto-alerts function. |
| | | | Quarterly audit and update website for accuracy. |
| | | Audit and update website annually. | |
| | | Utilize traditional means to reach and involve stakeholders, including those who do not use the internet, in government meetings and decisions. | Post items of immediate community concern on County website for the public. |
| | | | Hold Planning Commission meetings periodically in each community, especially if proposed land use impacts a particular community. |
| | | | Utilize telephone, mail, fliers, and other non-electronic means of communication where feasible. |
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| Goal 5.2 Provide accurate and timely information to every community. | | | |
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| Objective | | Strategy | Tactic |
| Provide accurate and accessible information and public records. | | Utilize technology and online resources to enhance awareness and provide information to stakeholders. | Create an easily recognizable and memorable organization-wide brand for Storey County. |
| | | | Evaluate effectiveness and ease of use of the current email notification system. |
| | | | Utilize social media and possible app to communicate directly to businesses and residents. |
| | | | |
| | | Utilize traditional means to reach and involve stakeholders, including those who do not use the internet, in government meetings and decisions. | Utilize local community groups and forums, and media to disseminate information. |
| | | | Routinely hold open-discussion town halls in each community. |
| | | Enhance the Storey County Website | Increase available public records on county website. |
| | | | Return to Civic Plus website platform, improve auto-alerts function. |
| | | | Quarterly audit and update website for accuracy. |
| | | | Audit and update website annually. |
| | | | Post items of immediate community concern on County website for the public. |
| | | Utilize existing public records management programs. | Evaluate records response systems for effectiveness. |
| | | | Restructure training of new records response systems. |

Perspective 6 Provide excellent, predictable, and efficient services to all our communities.

| Goal 6.1 Anticipate, evaluate, and plan for public service needs. | | | |
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| Objective | | Strategy | Tactic |
| Establish standard service levels for various county services. | | Evaluate types and methods of services in other counties. | Conduct a comparable study of area counties where Storey County services need improvement. |
| Improve awareness and access to information in all county communities. | | Develop improved communication strategies that provide advanced information on services service levels. | |
| Maintain efficient buildings and facilities use and expansions. | | | Prepare a facilities master plan providing cost-benefit analyses of current and prospective facilities to meet current and future needs within fiscal limitations. |
| Seek and secure grants and funding assistance that enhance county services. | | Seek grants and financial assistance that benefit the County without undue burden. | Evaluate cost-benefit of each grant and financial assistance opportunities to minimize unforeseen impacts on organization. |
| | | | Do not apply for grants that cause undue burden on county resources. |
| | | Monitor federal activities, remain current on trends, and respond appropriately. | Maintain membership and remain actively involved with federal government affairs organization. |
| | | | Maintain and update as needed local and state government affairs lobbying work plan. |
| | | Monitor state and local activities, and remain current on trends, and respond appropriately. | Monitor upcoming bills, regional discussions, media, and other communications for proposals potentially affecting Storey County. |
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| Goal 6.1 Anticipate, evaluate, and plan for public service needs. | | | |
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| Objective | | Strategy | Tactic |
| | | | Participate in community forums, Regional Development Authorities, regional development agencies, associations, lobbyist groups, and government affairs organizations. |
| | | Maintain communication with area leaders and agencies. | Create an easily recognizable and memorable organization-wide brand and apply it to published reports and data. |
| | | | Maintain cooperative relationships with other government agencies, media, and organizations. |
| | | | Distribute the Storey County Regional Benefits Report to legislatures, agencies, and area leaders as needed. |
| Improve function, safety, and accessibility of public facilities. | | Assess buildings for needed functional, security, and accessibility upgrades, implement upgrades to buildings within available funds. | Install internet network link at the Mark Twain Community Center. |
| | | | Upgrade network devices, Local Area Networks, storage and communications infrastructure for the Information Technology (IT) Department. |
| | | | Expand IT office to accommodate additional staff and equipment. |
| | | | Expand, pave, and secure Justice Court parking lot. |
| | | | Install a generator at the Justice Court /IT facility. |
| | | | Install film on Courthouse windows for safety and security. |
| | | | Install additional lighting at the B Street Courthouse parking lot. |
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| Goal 6.1 Anticipate, evaluate, and plan for public service needs. | | | |
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| Objective | | Strategy | Tactic |
| | | | Add generator and/or battery backup to serve Community Development and network system. |
| | | | Add bollards and bumpers to the Community Development parking lot. |
| | | | Add mudroom/cold air entry to main entrance to Community Development office. |
| | | | Upgrade electrical and Heating, Ventilation, Air Conditioning (HVAC) systems at the Emergency Management office. |
| | | | Implement a key fob entrance security system at TRI-Center office complex and at Public Works in Virginia City. |

| Goal 6.2 Maximize the efficient use of County resources. | | | |
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| Objective | | Strategy | Tactic |
| | | Utilize existing professional services contracts and technology programs to maximum potential. | Maintain existing professional services contract for roads, water, and infrastructure project management. |
| | | | Evaluate existing Tyler Systems capabilities before considering new software systems and vendors. |
| Meet growing project demands through in-house and contracted services. | | Utilize professional services contracts and technology programs to additional applications not able to be fulfilled with current staffing resources. | Conduct a request for proposal to execute a professional services contract for buildings and grounds project management. |
| | | | Bid out professional service contracts for services related |

| Goal 6.2 Maximize the efficient use of County resources. | | | |
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| Objective | | Strategy | Tactic |
| | | | to technical engineering services as appropriate. |
| Maintain strategic plan alignment. | | Review the strategic plan annually and update it as necessary to match current and projected resources. | Annually review and align department level and county level strategic plans. |
| | | | Annually review and update the strategic plan with the board. |
| | | | Annually review and align the capital improvement plan with the strategic plan. |
| | | | Annually assess that the strategic plan does not conflict with the Storey County Master Plan. |
| Maintain effective and statutory compliant public services, and cooperate with outside agencies to complete projects. | | Utilize interlocal agreements and Memorandums of Understanding to maximize efficiency minimizing duplication. | Update interlocal agreement to include the transfer of Fire Station 71 from the county to the fire district and to share services to minimize duplication. |
| | | | Update interlocal agreement between county and fire district to share services and minimize duplication. |
| | | | Maintain interlocal agreement between county and Virginia City Tourism Commission to share services and minimize duplication. |
| | | | Maintain memorandum of understanding with Comstock Cemetery Foundation to operate and enhance county cemeteries. |
| | | | Maintain interlocal agreements with the State of Nevada and other agencies for indigent, health, natural resources, law enforcement, and other services. |

| Goal 6.2 Maximize the efficient use of County resources. | | | |
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| Objective | | Strategy | Tactic |
| Ensure effective, consistent, and appropriate use of county funds and resources. | | Maintain responsible and current administrative policies and procedures. | Review administrative policies that are not related to human resources, and update or expand as necessary. |