

NEWS YOU CAN USE

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NEW EMERGENCY MEDICAL PROTOCOLS SAVE LIVES

In mid-December, 2011, when a 77 year old Douglas County resident collapsed at his home, a new emergency medical dispatch system was activated. The Douglas County public safety dispatcher assisted the 911 caller with CPR instructions, the precise emergency medical equipment and personnel were sent to the home, and the patient was safely delivered to the hospital with a pulse and breathing. The new Emergency Medical Dispatch system is the result of a cooperative effort be-



Personnel from East Fork Fire and Paramedics, Douglas County 911 Emergency Services and Sheriff stand ready to help those in need

tween the Douglas County 911 Emergency Services Department and local fire and EMS agencies to imple-

ment the National Academy of Emergency Dispatch medical priority protocols.

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9-1-1 CALL DATA:

- 70,435 total 9-1-1 Center calls for service in 2011
- 43,134 calls for Sheriff services in 2011
- 8,229 calls for fire and paramedic services in 2011
- Average time to answer a call is approximately 4 seconds or one ring
- 61% of all 9-1-1 calls are from a wireless device—a 6% increase from 2010
- 39% of all 9-1-1 calls are from a traditional land line—a 6% decrease from 2010

SMALL BUSINESS TRENDS TO WATCH IN 2012

Small Business Trends recently reported that the Rural Main Street Index is at its highest level since June 2007 and identified its top “Rural Small Business Trends for 2012.” The top small business trends in small towns and rural areas this year include, 1) strong farm commodity prices mean strong local agriculture-based economies; 2) strong oil and natural gas prices mean continued boom in production; 3) more interest in moving

money into locally-owned community banks and credit unions; 4) self-employment continues to rise; 5) Rural-sourcing is competing with global outsourcing, bringing manufacturing and IT service jobs to rural areas; 6) with state and local government budget shortfalls projected again this year, expect more cuts in government spending; 7) as demand for mobile Internet access grows, the strength of cell signals and WiFi availability are important

for tourism and small businesses; 8) Google, Facebook, Yelp! and others have created business pages for most small businesses, creating greater access to services, reviews and comments; and 9) with 28% of rural populations still lacking access to high-speed broadband, expect more public and private broadband access projects. Visit: smallbiztrends.com for more information.

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NOXIOUS WEED CONTROL A PRIORITY IN 2012

As hay growers know all too well, noxious weeds have a significant impact on the local agriculture economy, as well as the public health and safety of residents. Hay that has been certified as weed-free yields \$2-3 more per bale. Recognizing the challenge that the local agriculture community and other residents face, Douglas County developed a partnership with the Carson Valley Conservation District (CVCD) to ag-

gressively attack noxious weeds in 2011. Utilizing funds allocated by the Board of Commissioners, the noxious weed control program treated approximately 500 residential and commercial properties, and over 100 agricultural properties. Nearly 200 equipment rentals were facilitated for private residents to treat their own properties. Three crews from the CVCD to work on noxious weeds for agricultural land

owners and ditch companies throughout the Carson Valley. Extensive field mapping of noxious weeds was also conducted, with over 1,500 incidences of noxious weeds that had not been previously mapped. The Board has identified noxious weed control as a priority again for 2012. To report noxious weeds in your area or for more information on available services, contact Jeff Begovich at (775) 782-9835.

“REVENUES HAVE INCREASED BY OVER \$300,000, WHILE ECONOMIES OF SCALE, BEST PRACTICES AND COST-EFFECTIVE SERVICE DELIVERY HAVE BEEN CREATED.”

REGIONAL PARTNERSHIP ATTRACTS NATIONAL ATTENTION

The Alliance for Innovation recently featured an article about Douglas County's regional partnerships with Carson City, Storey County and Lyon County to provide Geographic Information Services (GIS), including geo-spatial data, maps and tools for public safety, infrastructure and land use planning decisions. The regional partnerships

were developed as part of the Fiscal Year 2011-12 budget and have resulted in over \$300,000 in new revenue for Douglas County, while creating economies of scale, greater utilization of best practices and innovative technologies, and reducing costs for the partner agencies. The first six months of the partnerships have proved

to be successful in providing high quality and responsive services to all of the GIS customers that Douglas County serves. As one of the first partnerships among local governments of its kind, this example of regionalized public GIS services is an important case study.

To read the entire article, go to: transformgov.org.

TOURISM OUTLOOK HOLDS PROMISE FOR 2012



While the national, state and local economies continue to struggle with high unemployment, low growth and a lack of consumer confidence, as well as a lack of snow in mountain destinations, there are some bright spots for our region as reported in Lake Tahoe-based Strategic Marketing Group's (SMG) 2012 Tourism Outlook. The re-

port concludes some destinations are beginning to see business levels pick up, people are shopping more, domestic travel is projected to increase 1.7% and international arrivals are projected to increase 3.4%, demand for lodging is improving, and casino gaming revenue increased 1.4% in the past 12 months and 8% in October.

As consumers focus on value for their dollar, SMG recommends using a balanced strategy to drive technology marketing efforts, focus on the core market of loyal visitors, look for efficiencies, and differentiate the destination.

For more information on the report and SMG visit: smgonline.net.

NEW DATA, ACTIONS UPDATE MASTER PLAN

On January 5, 2012, the Board of County Commissioners approved an update to the Douglas County Master Plan. County officials have worked to update the Master Plan during the course of 2011. The original twenty year Master Plan was adopted in 1997 and updated in 2007. It is recommended that the Plan be updated every five years. The Master Plan presents information on existing conditions, highlights current and future issues, and recommends goals, policies and actions to address identified issues. The Master Plan is made up of 11 different ele-

ments, including land use, transportation and housing. The 2011 Master Plan update includes incorporation of all Master Plan Amendments approved since 2007, updated population and housing information, provisions of the Economic Vitality Plan and Lake Tahoe Basin Prosperity Plan, and review of the Building Permit Allocation and Growth Management Ordinance. Several public workshops were held over the past year to review goals and policies, and gather public input. The Master Plan update also incorporated the Transportation Plan and expanded the

Washoe Tribal Lands Element. Finally, the 2011 Master Plan update identifies approximately 76 action items that will serve as the basis for much of the planning work that will occur over the next several years. Action items include updating the transportation and trails plans, as well as the public services and facilities element. Several Lake Tahoe revitalization actions are also identified, including the South Shore Vision Plan and transportation improvements.

To learn more about the recent Master Plan update, visit douglascountynv.gov.

“THE UPDATE INCLUDES POPULATION AND HOUSING INFORMATION, THE ECONOMIC VITALITY AND TAHOE BASIN PROSPERITY PLANS, AS WELL AS FUTURE ACTIONS ON THE TRANSPORTATION AND SOUTH SHORE VISION PLANS.”

EMERGENCY MEDICAL PROTOCOLS SAVE LIVES

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The protocols ensure that every 911 emergency call is handled in the most efficient, effective and consistent manner possible. Most importantly, the new protocols allow the emergency dispatcher to provide life saving, pre-arrival instructions to the caller, ranging from CPR to child birth. Upon answering a 911 call, the dispatcher asks a series of questions and based on the information received, the program identifies appro-

appropriate instructions, and determines the response mode for that particular incident, thereby increasing the precision and quality of response, as well as reducing the risk of an accident during the response. The result is a “zero-minute response time” that makes the emergency dispatcher the first responder and the hub of the emergency medical system (EMS) circle of care. The EMS circle of care goes beyond dispatch and the fire service, and includes the patient, the citizen bystander and law enforcement

officers. For the most critical calls, such as a cardiac arrest, the closest EMS equipment is dispatched along with the closest law enforcement officer with an Automatic External Defibrillator. It is important to know that if you or someone you care about is in need of emergency medical attention, professionally trained and equipped emergency dispatch, fire, EMS and law enforcement personnel stand ready to help.

“THE NEW PROTOCOLS ALLOW THE DISPATCHER TO PROVIDE LIFE SAVING, PRE-ARRIVAL INSTRUCTIONS TO THE CALLER, RANGING FROM CPR TO CHILD BIRTH .”



DOUGLAS COUNTY, NEVADA

Happy New Year! Thank you for taking the time to review the information in our newsletter. We value your opinion - if you have any questions or suggestions to improve the services and information we provide to you, please contact us.

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WE'RE ON THE WEB!

WWW.DOUGLASCOUNTYNV.GOV

Douglas County Strategic Plan

Vision

The County of Choice!

Mission

Working together with integrity and accountability, the Douglas County team provides efficient and effective government services fostering a safe, healthy, scenic and vibrant community in which people prosper and enjoy an exceptional standard of living.

Values

Integrity - Accountability - Customer Service - Leadership - Communication - Teamwork

Priorities

Financial Stability

Public Safety

Economic Vitality

Infrastructure

Natural Environment, Resources and Cultural Heritage

Manage Growth and Change

FREQUENTLY ASKED QUESTIONS

Q: How does the budget look for the current fiscal year, and does it look any better for next year?

A: The State passed on over \$500,000 in additional costs to the County's General Fund for this year that was not anticipated when the Board adopted the budget, but we are being as diligent as possible to manage the increased costs within the adopted budget. We do not anticipate any additional corrective action for the current fiscal year at this point. As for next year's budget, we are projecting a nearly \$3 million shortfall in our General Fund. We continue to work to stabilize our revenue sources and reduce expenses in various areas.

Q: Is the County pursuing taking on permit responsibilities from TRPA?

A: The County is in discussions with TRPA staff as part of the Regional Plan Update to evaluate the feasibility of the local jurisdictions taking on responsibility for permitting in the Tahoe Basin. If the County were to take over the permitting process in the Tahoe Basin, it would likely not happen until approximately June 2013. We very much appreciate that TRPA staff is working with Douglas County and other local jurisdictions in the Tahoe Basin to allow for greater local control.

Q: Is there any update on the Wal-Mart project?

A: We are waiting for a written approval from the Gardnerville Water Company and MGSD. We have been told that they are okay with the latest plans. County

staff is working on the final lighting plan. Issuance of the permit should be within the next week. We will provide more information soon on timelines for bidding of the project and anticipated start of construction.

Q: What is the Scientific Resolution Panel (SRP) that will review the flood maps and is its decision binding?

A: The SRP is an independent panel of experts in the field that will review the technical data submitted by Douglas County as part of the previous appeal. The decision by the SRP will be submitted to the FEMA administrator for a final determination. The decision by the panel will be binding. We believe the process will take approximately 3-6 months.