

AGENDA INFORMATION FORM
FOR THE
TONOPAH TOWN BOARD MEETING
OR
TONOPAH LIBRARY DISTRICT BOARD OF TRUSTEES MEETING

AGENDA ITEM: Approve Proposal by UCED for Comprehensive Five-Year Planning Process for Tonopah Library

PETITIONER: Jessyka Boteler - Librarian

BACKGROUND OF ACTION ITEM REQUESTED:
University Center for Economic Development faculty and staff will engage the Tonopah Public Library, including staff and other key stakeholders, in the development of a new/revised organizational strategic plan for the Tonopah Public Library for 2025 through 2030. The strategic planning process will begin with an assessment and review of the Tonopah Public Library's current master plan with the final product being a comprehensive five-year master plan that can be updated as necessary but at a minimum, every two years.

FISCAL IMPACT: \$2,600

Please note: Due to posting requirements, all agenda items must be turned in by 12:00 noon five working days (Wednesday) prior to the day of the scheduled meeting or by 12:00 noon six working days (Tuesday of the prior week) if a holiday falls prior to the meeting.

NOTE: (The days in parentheses are for regular scheduled Town Board meetings which fall on the second and fourth Wednesday of each month)

Signature: Jessyka Boteler Date: 8.19.24
Request taken by: [Signature] Date: 8.19.24

IF SUBMITTING A HANDWRITTEN FORM PLEASE WRITE LEGIBLY.
SUBMIT COMPLETED FORM AND ANY APPLICABLE BACKUP TO:
townoftonopah@frontiernet.net
OR DROP OFF AT THE TOWN OFFICE. IF YOU HAVE ANY QUESTIONS CONTACT THE TOWN OFFICE AT:
775-482-6336

FOR OFFICE STAFF USE ONLY: _____
DATE OF MEETING: _____ 8.28.24

AGENDA THIS ITEM IS TO BE PLACED ON: TOWN OR LIBRARY



**The College of Business
University of Nevada, Reno
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Reno, NV 89557
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<http://www.unr.edu/business/research-and-outreach/uced>

A Five-Year Strategic Plan for the Tonopah Public Library

A Proposal by the University Center for Economic Development

August 16, 2024

Prepared by: Frederick Steinmann, DPPD
Phone: 775.784.1655
Email: fred@unr.edu

PROJECT PROPOSAL

SECTION 1: PROPOSAL INTRODUCTION

| | |
|------------------------------|---|
| Title: | A Strategic Plan for the Tonopah Public Library |
| Primary Investigator: | Dr. Frederick Steinmann, University Center for Economic Development |
| Duration: | Four Months |
| Amount Requested: | \$2,600 |

SECTION 2: BACKGROUND

Strategic Plan

In August 2024, University Center for Economic Development faculty were contacted by representatives from the Town of Tonopah and the Tonopah Public Library regarding the possible update to the Tonopah Public Library's current/recently completed five-year master plan or to develop a new five-year organizational strategic plan. The current five-year Tonopah Public Library Master Plan was recently completed and spans the five-year strategic planning horizon of 2025 through 2030. The current Tonopah Public Library consists of a Mission Statement and four organizational goals, including: (1) Expand Community Outreach, (2) Improve and Expand Outdoor Area of the Library, (3) Achieve Certified Librarian Certification, and (4) Expand Services. Each of the four new organizational strategic goals consists of a series of individual objectives and actionable items.

As existing goals, objectives, and actionable items have already been developed for the Tonopah Public Library, University Center for Economic Development faculty and staff would lead representatives of the Tonopah Public Library and other partners and stakeholders in an expanded strategic planning process. This expanded strategic planning process would build upon a comprehensive community needs and organizational assessment survey that the University Center for Economic Development has already prepared for the Town of Tonopah and for the Tonopah Public Library and would also include at least one two-day strategic planning workshop and at least one one-day strategic planning workshop held in Tonopah, Nevada. The purpose of the expanded strategic planning process would be to expand upon the critical elements of the Tonopah Public Library's new five-year, 2025 to 2030, master plan, including the development of a set of organizational core values, possible revision to the new mission statement, a vision statement, and a possible review and expansion of the new strategic goals and accompanying objectives and actionable items.

SECTION 3: PROPOSAL OVERVIEW

Strategic Plan

- University Center for Economic Development faculty and staff will engage the Tonopah Public Library, including staff and other key stakeholders, in the development of a new/revised organizational strategic plan for the Tonopah Public Library for 2025 through 2030. The strategic planning process will begin with an assessment and review of the Tonopah Public Library's current master plan. The final strategic plan for the Tonopah Public Library for 2025 through 2030 will consist of the following sections:
 - A Vision
 - A Mission
 - A set of Core Values
 - A set of Strategic Objectives
 - Development of an Action Plan
 - Development of a series of Implementation Measures
 - Steps for Annual Evaluation of the Five-Year Strategic Plan

- University Center for Economic Development faculty will facilitate two (possibly three if needed) organizational strategic planning workshops in partnership with representatives from the Tonopah Public Library. These workshops are designed to assess the current/recently completed five-year Tonopah Public Library five-year, 2025 through 2030, master plan, assess current organizational and community assets, capabilities and future issues the Tonopah Public Library will have to address for the next five years.
 - Workshop No. 1: Tentatively scheduled for two days, Workshop No. 1 will consist of a review of the Tonopah Public Library's current/recently completed five-year master plan, a review of current socio-demographic, economic, housing, and industry and occupation sector trends for Nye County, for individual communities within Nye County, and other parts of the region that the Tonopah Public Library directly serves, and the completion of several organizational and community assessment exercises including the completion a Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis.
 - Workshop No. 2: Workshop No. 2 will consist of a review of the results from Workshop No. 1 and a facilitated development of a Mission, Vision, set of Core Values, set of Strategic Objectives, Action Plan, Implementation Measures, and steps for Annual Evaluation of the strategic plan for the five-year 2025 through 2030 period for the Tonopah Public Library.
 - Workshop No. 3 (if needed): If needed, University Center for Economic Development faculty and staff will work with representatives from the Tonopah

Public Library to schedule a third organizational strategic planning workshop. This third, as needed, organizational strategic planning workshop will complete strategic planning efforts not completed during Workshop No. 1 and Workshop No. 2.

- A draft Tonopah Public library strategic plan for 2025 through 2030 will be prepared by University Center for Economic Development faculty. The University Center for Economic Development will make the draft Tonopah Public Library Strategic Plan for 2025 through 2030 available to the Tonopah Public Library and the Tonopah Town Board as a University Center Technical Report. This draft Tonopah Public Library Strategic Plan for 2025 through 2030 will be developed using the input collected during both Workshop No. 1 and Workshop No. 2. An electronic copy and two (2) hard copies of the draft Tonopah Public Library Strategic Plan for 2025 through 2030 will be provided.

Travel and Presentations

- In addition to the two workshops outlined above in this proposal, University Center for Economic Development faculty and staff assigned to this project agree to make themselves available for a total of two (2) public or quasi-public separate meetings, including, but not limited to elected officials (i.e. Town Board Members, County Commission), appointed officials (i.e. Tonopah Library board of Trustees, etc.), and other interested parties. These presentations will be limited to the scope of work outlined in this proposal.
- In consultation with Tonopah Public Library representatives, University Center for Economic Development faculty and staff will be responsible for making all facility arrangements associated with the proposed organizational strategic planning workshops, including the provision of catering items and workshop materials (handouts and presentations, paper, pens, markers, etc.) at a location that is convenient for Tonopah Public Library representatives, stakeholders, and other invited participants of the organizational strategic planning workshops.

PROPOSED BUDGET

SALARIES, WAGES, and BENEFITS:

Dr. Frederick Steinmann \$ 1,200

TOTAL SALARIES, WAGES, and BENEFITS \$ 1,200 (Includes Fringe)

OPERATIONS and TRAVEL

Operations \$ 200

Hosting \$ 700

Travel \$ 500

TOTAL OPERATIONS and TRAVEL \$ 1,400

TOTAL COST **\$2,600**

PRIMARY INVESTIGATOR and CO-INVESTIGATOR BIO

Dr. Frederick Steinmann (Primary Investigator): Frederick is currently the Director of the University Center for Economic Development with expertise in strategic planning, redevelopment, land use planning, public policy, and economic development. Frederick has previously worked on several successful strategic planning processes in Nevada and California, including a Comprehensive Economic Development Strategy for Lander County and a Comprehensive Economic Development Strategy for the Lincoln County Regional Development Authority, the Northeastern Nevada Regional Development Authority, and the Southwest Central Regional Economic Development Authority, a strategic plan for the City of Fernley, Nevada, as well as several organizational strategic plans for several public libraries in Nevada, including the Carson City Library, the Douglass County Public Library, and the Lyon County Library System. Previously, Frederick has worked for the City of Reno (NV) Redevelopment Agency, the Nevada Small Business Development Center, and the City of Carson (CA) Business Services Development Department and Carson (CA) Redevelopment Agency. Frederick earned the William A. Carlson Fellowship from the California Redevelopment Association in 2008 and has provided technical assistance regarding the formation of a redevelopment district to several communities throughout Nevada as a current Assistant Research Professor with the University Center for Economic Development.

ABOUT THE UNIVERSITY CENTER FOR ECONOMIC DEVELOPMENT

The University Center for Economic Development (UCED) in the College of Business at the University of Nevada, Reno was established in the fall of 1992 in response to the growing need within the state for economic development research, technical assistance and educational services. UCED's primary objective is fostering economic development throughout Nevada by making the extensive resources of the University of Nevada, Reno available to organizations and areas that can benefit from job and income creation and job retention efforts.

GENERAL INFORMATION

- 1. Please select your current age group: (Please check only one answer)
 19 Years of Age or Younger 20 to 24 Years of Age
 25 to 29 Years of Age 30 to 34 Years of Age
 35 to 39 Years of Age 40 to 44 Years of Age
 45 to 49 Years of Age 50 to 54 Years of Age
 55 to 59 Years of Age 60 to 64 Years of Age
 65 to 69 Years of Age 70 to 74 Years of Age
 75 to 79 Years of Age 80 to 84 years of Age
 85 Years of Age or Older

- 2. Please write in your primary county and community of residence and the applicable zip code (the county in which you live, i.e. Nye County, Tonopah, 89049):

- 3. Please write in your primary county and community of employment and the applicable zip code (the county in which you work, i.e. Nye County, Tonopah, 89049):

- 4. Do you have access to the Internet at home?
 No Yes

- 5. Are you a current user of the Tonopah Public Library? (i.e. have you used a library service within the last year)
 No Yes

- 6. How important do you feel the Tonopah Public Library is as a community service? (Please check only one answer)
 Not Important Somewhat Important
 Important Very Important

- 7. Are you currently able to physically travel to the physical location of the Tonopah Public Library (located at 167 S Central Street in Tonopah, Nevada) without assistance?
 No Yes

- 8. If you are able to currently physically travel to the physical location of the Tonopah Public Library without assistance, what mode of transportation do you frequently use? (Please select all that apply)
 Drive by Myself
 Have a Friend or Family Member Drive Me
 Walk
 Ride a Bicycle
 Use Public Transportation
 Use a Ride Sharing Service (Lyft, Uber, etc.)
 Other, Please Specify: _____

- 9. If you are **not** a current user of the Tonopah Public Library, please tell us why you are not a current user:

- 10. If you have used or visited the Tonopah Public Library within the last year, how often do you visit and use it? (Please check only one answer)
 At least once a week Once every two weeks
 Once every three weeks Once a month
 Once every six months Once a year
 Less than once a year Not Applicable

- 11. If you have **not** recently used or visited the Tonopah Public Library, which of the following reasons describes why? (Please check as many reasons as apply)
 I do not have time
 The library's hours were not convenient
 I buy books and read them at home
 I get all the information that I need elsewhere
 The library is too far away
 The library is only for children
 In the past, I was unable to find what I needed
 The library does not have what I need
 I do not know where the library is
 I do not need a library
 It is too difficult for me to get to the library
 I do not feel welcome at the library
 The service at the library is not very good
 The library is not handicap accessible
 I use other resources (online, etc.) to access information
 Other, Please Specify: _____

- 12. What are your main reasons for using the Tonopah Public Library? (Please check as many reasons as apply)
 To borrow best sellers
 To borrow other fiction
 To borrow non-fiction books
 For reference/research
 To use the children's area
 To participate in arts and crafts activities
 To borrow videos, CD's, and other electronic media
 To use a scanner/printer
 To read magazines, newspapers and other periodicals
 To use the Internet/Wi-Fi
 To get information for a school project
 To use and access government publications
 To participate in children's activities
 To use a computer (non-Internet)
 To study/work
 Other, Please Specify: _____

- 13. Over the last year, which specific services offered by the Tonopah Public Library have you used? (Please check as many services as apply)
 Public Computers
 Online Resources (E-Magazines, Statewide Databases, Nevada Legal Forms, etc.)
 Ebooks
 Youth Programs
 Teen Programs
 Adult Programs
 Programs for all Ages
 Other, Please Specify: _____

14. How do you usually find out about what is happening at the Tonopah Public Library? (Please check all that apply)

- Friends
- Teacher
- Family Member
- Library Publications
- Local Publications
- Nye County or Town of Tonopah Website
- Social Media
- Local Media Publications/Newspapers
- Other, Please Specify: _____

15. Would you like to receive regular updates and notifications about the various activities, programs, and events offered by the Tonopah Public Library?

- No
- Yes

16. Please select the way in which you would prefer to receive updates about the various activities, programs, and events offered by the Tonopah Public Library: (Please check all that apply)

- Library Website (Calendar of Events)
- Social Media
- Email Notifications from the Tonopah Public Library
- Local Media Publications/Newspapers
- Other, Please Specify: _____

17. If you do **not** currently use the Tonopah Public Library as a primary source of information and of other resources, how do you currently get information and other resources that you want? (Please check all that apply)

- Local Media Publications/Newspapers
- Online Websites (from a Mobile Device such as a Smartphone)
- Online Websites (from a Desktop or Laptop)
- Television
- Radio
- Streaming Service (i.e. Netflix, Disney+, etc.)
- Other, Please Specify: _____

LEVEL OF SATISFACTION WITH LIBRARY SERVICES AND FACILITIES

18. How would you rank your level of satisfaction with the staff of the Tonopah Public Library? (Please check only one answer)

- Very Dissatisfied
- Slightly Dissatisfied
- Satisfied
- Dissatisfied
- Slightly Satisfied
- Very Satisfied

19. Overall, how satisfied are you with the overall quality of the Tonopah Public Library's physical facilities? (Please check only one answer)

- Very Dissatisfied
- Slightly Dissatisfied
- Satisfied
- Dissatisfied
- Slightly Satisfied
- Very Satisfied

20. Overall, how satisfied are you with the current services offered by the Tonopah Public Library? (Please check only one answer)

- Very Dissatisfied
- Slightly Dissatisfied
- Satisfied
- Dissatisfied
- Slightly Satisfied
- Very Satisfied

21. How would you rank your overall level of satisfaction for each of the Tonopah Public Library's current services? (Please answer for each service individually but only if you have used that service in the past)

Public Computers (Please check only one answer)

- Very Dissatisfied
- Slightly Dissatisfied
- Satisfied
- Dissatisfied
- Slightly Satisfied
- Very Satisfied

Online Resources (E-Magazines, Statewide Databases, Nevada Legal Forms, etc.) (Please check only one answer)

- Very Dissatisfied
- Slightly Dissatisfied
- Satisfied
- Dissatisfied
- Slightly Satisfied
- Very Satisfied

Ebooks Collection (Please check only one answer)

- Very Dissatisfied
- Slightly Dissatisfied
- Satisfied
- Dissatisfied
- Slightly Satisfied
- Very Satisfied

Youth Programs (Please check only one answer)

- Very Dissatisfied
- Slightly Dissatisfied
- Satisfied
- Dissatisfied
- Slightly Satisfied
- Very Satisfied

Teen Programs (Please check only one answer)

- Very Dissatisfied
- Slightly Dissatisfied
- Satisfied
- Dissatisfied
- Slightly Satisfied
- Very Satisfied

Adult Programs (Please check only one answer)

- Very Dissatisfied
- Slightly Dissatisfied
- Satisfied
- Dissatisfied
- Slightly Satisfied
- Very Satisfied

Programs for All Ages (Please check only one answer)

- Very Dissatisfied
- Slightly Dissatisfied
- Satisfied
- Dissatisfied
- Slightly Satisfied
- Very Satisfied

Other Services (Please check only one answer)

- Very Dissatisfied
- Slightly Dissatisfied
- Satisfied
- Dissatisfied
- Slightly Satisfied
- Very Satisfied

For **all other services not listed above**, or if there is another specific resource, program, or service provided by the Tonopah Public Library not listed above that you would like to evaluate, please list and rank (on a scale of 1 to 5 with 1 being very dissatisfied and 5 being very satisfied) other services that you have recently used at the Tonopah Public Library:

Service 1: _____

Service 2: _____

Service 3: _____

Service 4: _____

SPECIFIC EVALUATION OF LIBRARY STAFF AND FACILITIES

Please continue this survey on the next page.

22. Please indicate your level of satisfaction concerning **CUSTOMER SERVICE** by indicating whether you disagree or agree with the following statements: (Please check only one answer per statement)

Library staff treat me fairly without discrimination.

- Strongly Disagree Disagree
 Neutral Agree
 Strongly Agree

Library staff are professional in their dealings with me.

- Strongly Disagree Disagree
 Neutral Agree
 Strongly Agree

Library staff are friendly.

- Strongly Disagree Disagree
 Neutral Agree
 Strongly Agree

Library staff are interested in me and my needs.

- Strongly Disagree Disagree
 Neutral Agree
 Strongly Agree

Library staff are knowledgeable.

- Strongly Disagree Disagree
 Neutral Agree
 Strongly Agree

Library staff provides quality service.

- Strongly Disagree Disagree
 Neutral Agree
 Strongly Agree

Library staff responds in a timely manner.

- Strongly Disagree Disagree
 Neutral Agree
 Strongly Agree

Library staff are difficult to approach.

- Strongly Disagree Disagree
 Neutral Agree
 Strongly Agree

23. Please indicate your level of satisfaction concerning the Tonopah Public Library's **FACILITIES**, by indicating whether you disagree or agree with the following statements: (Please check only one answer per statement)

Computers and electronic equipment are accessible in the library.

- Strongly Disagree Disagree
 Neutral Agree
 Strongly Agree

The library's meeting spaces and public gathering spaces meet my expectations.

- Strongly Disagree Disagree
 Neutral Agree
 Strongly Agree

The library is clean, well lit and inviting.

- Strongly Disagree Disagree
 Neutral Agree
 Strongly Agree

The library feels outdated and the physical amenities are old and worn-out.

- Strongly Disagree Disagree
 Neutral Agree
 Strongly Agree

The library's bathrooms are clean, well maintained, convenient to use and are accessible.

- Strongly Disagree Disagree
 Neutral Agree
 Strongly Agree

The library's physical space and layout are adequate.

- Strongly Disagree Disagree
 Neutral Agree
 Strongly Agree

The library's hours of operation are adequate.

- Strongly Disagree Disagree
 Neutral Agree
 Strongly Agree

If you indicated that you are not satisfied with the library's current hours of operation, **please indicate in the space provided what hours you would like to see the library open for** (example: Fridays and Saturdays from 10am to 8pm):

There is sufficient parking available in the library's parking lot.

- Strongly Disagree Disagree
 Neutral Agree
 Strongly Agree

IDENTIFICATION OF FUTURE NEEDS

24. Which physical improvements would you like to see the Tonopah Public Library? (Please check all that apply)

- More Study Rooms
- More Study Tables
- More Individual Meeting Rooms
- More Story Hour Space
- More Arts and Craft Space
- Additional Quiet Reading Space
- Additional Computer/Internet Stations
- Increased Book Selection
- Increased Selection of Magazines, Newspapers, and/or Other Periodicals
- Additional Children Activities
- Additional Teen and/or Young Adult Activities
- Additional Adult Activities
- Additional Audio-Visual Materials (videos, CD's, and other electronic media)
- More One-on-One Assistance
- Other, Please Specify: _____

25. Which improvements to the Tonopah Public Library's collections would you like to see the Tonopah public Library pursue and develop? (Please check all that apply)
- General Non-Fiction
 - Religion/Philosophy
 - History
 - Science/Technology
 - Health/Medical
 - General Fiction
 - Mystery
 - Science Fiction
 - Romance
 - Western
 - Travel
 - Self-Help
 - Biography
 - Arts/Culture
 - Large Print
 - Audio/Visual
 - Magazines, Newspapers, and/or Other Periodicals
 - Children's Materials
 - Teen or Young Adult Materials
 - Other, Please Specify: _____

26. I would like to see the Tonopah Public Library expand its **outreach and 'mobile' services** including the development of increased homebound services, the development of a Bookmobile service, pop-up events, and program and service delivery to area senior centers within the County.

- Strongly Disagree Disagree
- Neutral Agree
- Strongly Agree

27. What additional outreach and mobile services, resources, and programs (i.e. Homebound services, a Bookmobile, pop-up events, program and service delivery to area senior centers, etc.) would you like to see the Tonopah Public Library provide?

28. I would like to see the Tonopah Public Library expand its **digital and technology usage assistance and training services**.

- Strongly Disagree Disagree
- Neutral Agree
- Strongly Agree

29. What additional digital and technology usage assistance and training services (i.e. use of a mobile phone or tablet device, Microsoft Office Suite including Word, Excel, and PowerPoint, use of online Internet browsers, etc.) would you like to see the Tonopah Public Library provide?

30. I would like to see the Tonopah Public Library expand its **STEAM (Science, Technology, Engineering, Arts, and Math)** services, resources, and programs.

- Strongly Disagree Disagree
- Neutral Agree
- Strongly Agree

31. What additional STEAM (Science, Technology, Engineering, Arts, and Math) services, resources, and programs would you like to see the Tonopah Public Library provide?

32. I would like to see the Tonopah Public Library expand its **vocational training** services, resources, and programs.

- Strongly Disagree Disagree
- Neutral Agree
- Strongly Agree

33. What types of additional vocational training services, resources, and programs would you like to see the Tonopah Public Library provide?

34. I would like to see the Tonopah Public Library provide additional **professional certification** opportunities, services, resources, and programs.

- Strongly Disagree Disagree
- Neutral Agree
- Strongly Agree

35. What types of additional professional certification opportunities, services, resources, and programs would you like to see the Tonopah Public Library provide?

Thank you for completing this survey!

Please return your completed survey to the Reference/Check-Out Desk or return by mail to:

Frederick Steinmann
 University Center for Economic Development
 University of Nevada, Reno Mail Stop 0024
 Reno, NV 89577

For any questions that you may have about this survey, please contact Frederick Steinmann, Assistant Research Professor with the College of Business at the University of Nevada, Reno by email (fred@unr.edu) or by phone (775.784.1655).