

**Housing Needs Assessment of Winnemucca
and its Surrounding Areas**

Attachments

1. Employer Survey Respondents
2. Employer Survey Instrument
3. Employer Survey Data Tables
4. Key Informant Interview Instrument

**Housing Needs Assessment of the
City of Winnemucca and its Surrounding Areas**

**Employer Survey
List of Participants**

Karen Aldrion, Broker, The Zaring Corp/Canyon Run Ranchettes	Jennifer Fears, Owner, Advertising Specialties
Margaret Aranguena, Store Manager, Alltel	Catherine Ferandelli, Regional Planning Commissioner, Income Property Owner
Henry Arrien, Partner, Gamma Electric	Susan Fouchet, E-Ventures
Charles Austin, Owner, Bikes and More	Michael Grantham, Manager, AT&T
Carolyn Avey, Senior Health and Safety Trainer, Newmont Mining	Patrick Gray, Broker/Owner, Century 21 Sonoma Realty
Leann Barta, Board Member, Northern NV Arts Council	Tracy Guinn, Administrative Assistant III, Rural Clinics-Winnemucca Mental Health Center
Brian Belanger	Patricia Herzog, President/Owner, Global Coffee
Melissa Betes, Owner, Premier Salon and Spa	Rudy James Holly
Bob Bolton, General Manager, KWNA Radio	Tiffany Howard, Director, Winnemucca Domestic Violence Shelter, Inc.
Carol Bricker, Office Manager/Owner, Viper Glass	Loren Hunewill, President, H.E. Hunewill Const. Co. Inc.
William Clem, Owner, The Prospectors Nook	Mark James, Sales & Service, Solid Gold Homes
Dave Hays, Assistant Field Manager, Nonrenewable Resources BLM	Kim Jones, Owner, Karma
Helene Desrosiers, Manager, Owner, Childcare / Hotel	Sam Khoury, President, Khoury's Marketplace
Patty Ellifritz, Owner, Mad Hatter	Tom Klein, TEKEE Enterprises, LLC

Carmen Kofoed, Special Projects
Director, Winnemucca Publishing

James Kracaw, Manager, SPPCo

Jaclyn Lafferty, Administrative
Coordinator, Frontier Community
Coalition

Pam Leach, Co-Owner, Any Road
Music

Jessie Lindsey, Office
Manager/Controller, Bosch Motors Inc.

Denyse Lizer, CEO, Humboldt Human
Development

Kent Maher, Owner, O-Kent Mager
Attorney

Jeannie McRae, Partner, O K Tire Store

Lyn Meoldy, Treasurer, Paradise Valley
Community, Inc.

Kitty Nash, Sales Consultant, PDC -
Phone Directories Company

Cindy Neeley-Sigurdson, Agent, State
Farm Insurance

Gina Orr, Practice Administrator,
Golden Valley Medical Center

Janine Robinson, Owner, Whitcome &
Associates

Sal Romero, Owner, Burdettes

J.D. Schlottmann, Owner, Image by
Design

Barbara Sealy, Director, Winnemucca
Food Bank

Robert Shaw, Owner, Computer Tamer

David Simsek, Owner, Monument
Valley Free Arms

Richard Stone, Owner, Stoneworks

Kyle Swanson, Owner, Law Office of
Kyle B. Swanson

Shane Thacker, District Manager,
Southwest Gas Corp

LeAnn Way, Loan Officer, Eagle Home
Mortgage

Karen West, Office Mgr., State of NV -
Dept of Employment, Training & Rehab

Saunders Outdoor Advertising, Inc.

**Housing Needs Assessment for the City of Winnemucca
and its Surrounding Area**

Employer Survey

The Humboldt Development Authority, in partnership with the Humboldt County Chamber of Commerce, is carrying out this Employer Survey to better understand the impact of housing availability and affordability on the economic health and growth prospects of our area.

Please take a few minutes to answer this mail survey. All responses will be kept confidential. And we will provide you with a copy of the summary report by e-mail this spring. **Mail your survey back in the enclosed self-addressed, stamped envelope or fax it to 775-201-9655.**

For more information about the Winnemucca Housing Needs Assessment and this Employer Survey, please feel free to contact Bill Sims, Business and Economic Development Specialist, Nevada Small Business Development Center, 623-1064, or bill@unr.edu.

Thanks!

1. Contact Information

Name: _____ Title: _____

Organization: _____

Phone #: _____ E-mail Address: _____

2. Broadly, in what industry is your business involved (Check one)

- | | |
|---|--|
| <input type="checkbox"/> Agriculture | <input type="checkbox"/> Retail Trade |
| <input type="checkbox"/> Mining | <input type="checkbox"/> Transportation and Warehousing |
| <input type="checkbox"/> Construction | <input type="checkbox"/> Education, Health, and Social Services |
| <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Arts, Entertainment, Recreation,
Accommodation and Food Services |
| <input type="checkbox"/> Other, please specify: _____ | |

3. What is the approximate size of your workforce?: _____ employees
#

4. On a scale of 1 to 5, with "1" being a "high priority" and "5" being a "low priority," how would you rank affordable and workforce housing among the many competing needs in your community? (Circle one)

High Priority		Medium Priority		Low Priority
1	2	3	4	5

5. What do you see as the greatest housing needs or problems in the Winnemucca area?

6. What do you see as the greatest barriers to addressing the housing needs in your community? On a scale of 1 - 5, with "1" meaning having a "significant impact" and "5" meaning having "no impact at all" on the availability of workforce and affordable housing, how would you rank each of the following:

	Significant Impact		Some Impact		No Impact
The "boom and bust" economic cycles in the Winnemucca area	1	2	3	4	5
Developer access to mortgage capital	1	2	3	4	5
Credit problems among homebuyers	1	2	3	4	5
NIMBY-ism (Not in my backyard)	1	2	3	4	5
Availability of developable land	1	2	3	4	5
The price of construction and/or availability of contractors in community	1	2	3	4	5

	Significant Impact		Some Impact		No Impact
Availability of subsidies for affordable housing	1	2	3	4	5
Availability of infrastructure or funds for infrastructure improvements	1	2	3	4	5
Other, please specify: _____					

7. Does the cost or availability of housing in the Winnemucca area having an impact on your business? yes no don't know

8. On a scale of 1 - 5, with "1" meaning having a "significant impact" and "5" meaning having "no impact at all," how would you rank the impact of the cost and availability of housing on your business' ability to:

	Significant Impact		Some Impact		No Impact
Expand, in response to new opportunities	1	2	3	4	5
Retain existing employees	1	2	3	4	5
Attract new employees to the Winnemucca area	1	2	3	4	5

9. What types of employee housing are most needed in the Winnemucca area? On a scale of 1 - 5, with "1" meaning "most needed" and "5" meaning "not needed at all," how would you rank the need for the following types of employee housing in the Winnemucca area:

	Most Needed		Somewhat Needed		Not Needed At All
Short-stay (6 months or less) employee housing	1	2	3	4	5
Rental housing at affordable rates	1	2	3	4	5
Entry-level homeownership opportunities	1	2	3	4	5
Housing for mid- to senior-level management employees	1	2	3	4	5
Manufactured housing opportunities	1	2	3	4	5
Housing (all types) within a short driving distance of Winnemucca	1	2	3	4	5

10. Does your business currently offer housing assistance to employees? yes no don't know

11. If yes, does your business offer housing assistance in any of the following areas:

- Employer-owned housing? yes no don't know
- Stipends to employees for rent? yes no don't know
- Stipends to employees for mortgage payments? yes no don't know
- Down payment assistance? yes no don't know
- Relocation assistance? yes no don't know
- Other, please specify: _____

12. Is your business considering offering housing assistance to employees? yes no don't know

13. If yes, what types of housing assistance to employees is your business considering?

14. Finally, do you have any recommendations to the Humboldt Development Authority and the Humboldt County Chamber of Commerce on ways that the community could address its housing needs?

Thank you for filling out this survey!

Housing Needs Assessment of the City of Winnemucca and its Surrounding Areas

Employers Survey Data Tables

How would you rank affordable and workforce housing among the many competing needs in your community?			
1 - High Priority	23	42.6%	All Employers
2	11	20.4%	
3 - Medium Priority	11	20.4%	
4	6	11.1%	
5 - Low Priority	3	5.6%	
1 - High Priority	16	48.5%	Less than 10 Employees
2	5	15.2%	
3 - Medium Priority	4	12.1%	
4	6	18.2%	
5 - Low Priority	2	6.1%	
1 - High Priority	7	33.3%	10 or more Employees
2	6	28.6%	
3 - Medium Priority	7	33.3%	
4	0	0.0%	
5 - Low Priority	1	4.8%	

The "boom and bust" economic cycles in the Winnemucca area			
1 - Significant Impact	27	50.9%	All Employers
2	13	24.5%	
3 - Medium Impact	10	18.9%	
4	2	3.8%	
5 - No Impact at All	1	1.9%	
1 - Significant Impact	16	50.0%	Less than 10 Employees
2	7	21.9%	
3 - Medium Impact	8	25.0%	
4	1	3.1%	
5 - No Impact at All	0	0.0%	
1 - Significant Impact	11	52.4%	10 or more Employees
2	6	28.6%	
3 - Medium Impact	2	9.5%	
4	1	4.8%	
5 - No Impact at All	1	4.8%	

Housing Needs Assessment of the City of Winnemucca and its Surrounding Areas

Employers Survey Data Tables

Developer access to mortgage capital			
1 - Significant Impact	9	17.0%	All Employers
2	10	18.9%	
3 - Medium Impact	26	49.1%	
4	5	9.4%	
5 - No Impact at All	3	5.7%	
1 - Significant Impact	7	21.9%	Less than 10 Employees
2	5	15.6%	
3 - Medium Impact	15	46.9%	
4	3	9.4%	
5 - No Impact at All	2	6.3%	
1 - Significant Impact	2	9.5%	10 or more Employees
2	5	23.8%	
3 - Medium Impact	11	52.4%	
4	2	9.5%	
5 - No Impact at All	1	4.8%	

Credit problems among homebuyers			
1 - Significant Impact	14	26.4%	All Employers
2	14	26.4%	
3 - Medium Impact	22	41.5%	
4	2	3.8%	
5 - No Impact at All	1	1.9%	
1 - Significant Impact	8	25.0%	Less than 10 Employees
2	10	31.3%	
3 - Medium Impact	12	37.5%	
4	2	6.3%	
5 - No Impact at All	0	0.0%	
1 - Significant Impact	6	28.6%	10 or more Employees
2	4	19.0%	
3 - Medium Impact	10	47.6%	
4	0	0.0%	
5 - No Impact at All	1	4.8%	

Housing Needs Assessment of the City of Winnemucca and its Surrounding Areas

Employers Survey Data Tables

NIMBY-ism (Not in my backyard)			
1 - Significant Impact	6	11.3%	All Employers
2	8	15.1%	
3 - Medium Impact	14	26.4%	
4	14	26.4%	
5 - No Impact at All	11	20.8%	
1 - Significant Impact	5	15.6%	Less than 10 Employees
2	5	15.6%	
3 - Medium Impact	12	37.5%	
4	6	18.8%	
5 - No Impact at All	4	12.5%	
1 - Significant Impact	1	4.8%	10 or more Employees
2	3	14.3%	
3 - Medium Impact	2	9.5%	
4	8	38.1%	
5 - No Impact at All	7	33.3%	

Availability of developable land			
1 - Significant Impact	10	18.5%	All Employers
2	7	13.0%	
3 - Medium Impact	12	22.2%	
4	11	20.4%	
5 - No Impact at All	14	25.9%	
1 - Significant Impact	9	27.3%	Less than 10 Employees
2	5	15.2%	
3 - Medium Impact	8	24.2%	
4	4	12.1%	
5 - No Impact at All	7	21.2%	
1 - Significant Impact	1	4.8%	10 or more Employees
2	2	9.5%	
3 - Medium Impact	4	19.0%	
4	7	33.3%	
5 - No Impact at All	7	33.3%	

Housing Needs Assessment of the City of Winnemucca and its Surrounding Areas

Employers Survey Data Tables

The price of construction and/or availability of contractors in community			
1 - Significant Impact	19	35.8%	All Employers
2	19	35.8%	
3 - Medium Impact	10	18.9%	
4	3	5.7%	
5 - No Impact at All	2	3.8%	
1 - Significant Impact	12	37.5%	Less than 10 Employees
2	14	43.8%	
3 - Medium Impact	5	15.6%	
4	1	3.1%	
5 - No Impact at All	0	0.0%	
1 - Significant Impact	7	33.3%	10 or more Employees
2	5	23.8%	
3 - Medium Impact	5	23.8%	
4	2	9.5%	
5 - No Impact at All	2	9.5%	

Availability of infrastructure or funds for infrastructure improvements			
1 - Significant Impact	13	24.5%	All Employers
2	14	26.4%	
3 - Medium Impact	20	37.7%	
4	5	9.4%	
5 - No Impact at All	1	1.9%	
1 - Significant Impact	7	21.9%	Less than 10 Employees
2	10	31.3%	
3 - Medium Impact	14	43.8%	
4	1	3.1%	
5 - No Impact at All	0	0.0%	
1 - Significant Impact	6	28.6%	10 or more Employees
2	4	19.0%	
3 - Medium Impact	6	28.6%	
4	4	19.0%	
5 - No Impact at All	1	4.8%	

Housing Needs Assessment of the City of Winnemucca and its Surrounding Areas

Employers Survey Data Tables

Does the cost or availability of housing in the Winnemucca area have an impact on your business?			
Possible Answer	# answered	% answered	
Yes	30	55.6%	All Employers
No	16	29.6%	
Don't Know	8	14.8%	
Yes	20	60.6%	Less than 10 Employees
No	8	24.2%	
Don't Know	5	15.2%	
Yes	10	47.6%	10 or more Employees
No	8	38.1%	
Don't Know	3	14.3%	

Expand, in response to new opportunities			
1 - Significant Impact	15	28.3%	All Employers
2	6	11.3%	
3 - Medium Impact	12	22.6%	
4	9	17.0%	
5 - No Impact at All	11	20.8%	
1 - Significant Impact	9	28.1%	Less than 10 Employees
2	3	9.4%	
3 - Medium Impact	10	31.3%	
4	2	6.3%	
5 - No Impact at All	8	25.0%	
1 - Significant Impact	6	28.6%	10 or more Employees
2	3	14.3%	
3 - Medium Impact	2	9.5%	
4	7	33.3%	
5 - No Impact at All	3	14.3%	

Housing Needs Assessment of the City of Winnemucca and its Surrounding Areas

Employers Survey Data Tables

Retain existing employees			
1 - Significant Impact	9	17.0%	All Employers
2	6	11.3%	
3 - Medium Impact	7	13.2%	
4	13	24.5%	
5 - No Impact at All	18	34.0%	
1 - Significant Impact	4	12.5%	Less than 10 Employees
2	3	9.4%	
3 - Medium Impact	4	12.5%	
4	6	18.8%	
5 - No Impact at All	15	46.9%	
1 - Significant Impact	5	23.8%	10 or more Employees
2	3	14.3%	
3 - Medium Impact	3	14.3%	
4	7	33.3%	
5 - No Impact at All	3	14.3%	

Attract new employees to the Winnemucca area			
1 - Significant Impact	14	26.4%	All Employers
2	12	22.6%	
3 - Medium Impact	14	26.4%	
4	5	9.4%	
5 - No Impact at All	8	15.1%	
1 - Significant Impact	7	21.9%	Less than 10 Employees
2	6	18.8%	
3 - Medium Impact	8	25.0%	
4	4	12.5%	
5 - No Impact at All	7	21.9%	
1 - Significant Impact	7	33.3%	10 or more Employees
2	6	28.6%	
3 - Medium Impact	6	28.6%	
4	1	4.8%	
5 - No Impact at All	1	4.8%	

Housing Needs Assessment of the City of Winnemucca and its Surrounding Areas

Employers Survey Data Tables

Short-stay (6 months or less) employee housing			
1 - Most Needed	4	7.7%	All Employers
2	11	21.2%	
3 - Somewhat Needed	23	44.2%	
4	7	13.5%	
5 - Not Needed at All	7	13.5%	
1 - Most Needed	1	3.2%	Less than 10 Employees
2	5	16.1%	
3 - Somewhat Needed	16	51.6%	
4	5	16.1%	
5 - Not Needed at All	4	12.9%	
1 - Most Needed	3	14.3%	10 or more Employees
2	6	28.6%	
3 - Somewhat Needed	7	33.3%	
4	2	9.5%	
5 - Not Needed at All	3	14.3%	

Rental housing at affordable rates			
1 - Most Needed	22	42.3%	All Employers
2	21	40.4%	
3 - Somewhat Needed	5	9.6%	
4	3	5.8%	
5 - Not Needed at All	1	1.9%	
1 - Most Needed	12	38.7%	Less than 10 Employees
2	13	41.9%	
3 - Somewhat Needed	4	12.9%	
4	1	3.2%	
5 - Not Needed at All	1	3.2%	
1 - Most Needed	10	47.6%	10 or more Employees
2	8	38.1%	
3 - Somewhat Needed	1	4.8%	
4	2	9.5%	
5 - Not Needed at All	0	0.0%	

Housing Needs Assessment of the City of Winnemucca and its Surrounding Areas

Employers Survey Data Tables

Entry-level homeownership opportunities			
1 - Most Needed	25	48.1%	All Employers
2	17	32.7%	
3 - Somewhat Needed	7	13.5%	
4	2	3.8%	
5 - Not Needed at All	1	1.9%	
1 - Most Needed	14	45.2%	Less than 10 Employees
2	11	35.5%	
3 - Somewhat Needed	4	12.9%	
4	1	3.2%	
5 - Not Needed at All	1	3.2%	
1 - Most Needed	11	52.4%	10 or more Employees
2	6	28.6%	
3 - Somewhat Needed	3	14.3%	
4	1	4.8%	
5 - Not Needed at All	0	0.0%	

Housing for mid-to senior-level management employees			
1 - Most Needed	8	15.1%	All Employers
2	13	24.5%	
3 - Somewhat Needed	15	28.3%	
4	12	22.6%	
5 - Not Needed at All	5	9.4%	
1 - Most Needed	7	21.9%	Less than 10 Employees
2	9	28.1%	
3 - Somewhat Needed	8	25.0%	
4	5	15.6%	
5 - Not Needed at All	3	9.4%	
1 - Most Needed	1	4.8%	10 or more Employees
2	4	19.0%	
3 - Somewhat Needed	7	33.3%	
4	7	33.3%	
5 - Not Needed at All	2	9.5%	

Housing Needs Assessment of the City of Winnemucca and its Surrounding Areas

Employers Survey Data Tables

Manufactured housing opportunities			
1 - Most Needed	7	13.5%	All Employers
2	9	17.3%	
3 - Somewhat Needed	19	36.5%	
4	9	17.3%	
5 - Not Needed at All	8	15.4%	
1 - Most Needed	5	16.1%	Less than 10 Employees
2	5	16.1%	
3 - Somewhat Needed	12	38.7%	
4	3	9.7%	
5 - Not Needed at All	6	19.4%	
1 - Most Needed	2	9.5%	10 or more Employees
2	4	19.0%	
3 - Somewhat Needed	7	33.3%	
4	6	28.6%	
5 - Not Needed at All	2	9.5%	

Housing (all types) within a short driving distance of Winnemucca			
1 - Most Needed	17	32.7%	All Employers
2	15	28.8%	
3 - Somewhat Needed	10	19.2%	
4	8	15.4%	
5 - Not Needed at All	2	3.8%	
1 - Most Needed	11	35.5%	Less than 10 Employees
2	9	29.0%	
3 - Somewhat Needed	5	16.1%	
4	4	12.9%	
5 - Not Needed at All	2	6.5%	
1 - Most Needed	6	28.6%	10 or more Employees
2	6	28.6%	
3 - Somewhat Needed	5	23.8%	
4	4	19.0%	
5 - Not Needed at All	0	0.0%	

Does your business currently offer housing assistance to employees?			
Yes	1	1.9%	All Employers
No	52	96.3%	
Don't Know	1	1.9%	

Housing Needs Assessment for the City of Winnemucca and its Surrounding Area

Interview Instrument

We have been commissioned by the Workforce Housing Committee of the Humboldt Development Authority to perform a Housing Needs Assessment for the City of Winnemucca and its surrounding area. The purpose of this study is to determine the impact of housing availability and affordability on the economic health and growth prospects of the area.

As part of the data collection, we are carrying out one-on-one interviews with “key informants,” individuals knowledgeable about the local housing market including City and County staff, realtors, general contractors, developers, bank and public funder representatives, human service providers, and representatives of major employers.

I have a set of questions for you related to housing issues. All responses will be kept confidential. And we will provide you with a copy of the final report, which will be completed this summer.

1. First, please tell me about your work and how you come in contact with housing issues and/or the housing production process.

Prompt: Are you directly involved in the development or promotion of housing?

2. What do you see as the greatest housing needs or problems in Winnemucca and its surrounding areas?

3. Does the local housing market have an impact on the economic health and growth prospects of the Winnemucca area? If yes, please explain.

Prompt: Can the local workforce find suitable and affordable housing in the area?

Prompt: Is housing availability and/or affordability seen as a barrier to attracting new businesses to the area or hamper the growth of existing businesses?

4. What do you see as the greatest barriers to affordable and workforce housing production in Winnemucca and its surrounding areas?

5. Can you give me an example from your work of how these barriers have an impact on the cost or availability of housing?

6. What changes would you recommend, if any, to address these barriers:

--within local government?

--at the state level?

--within the private sector?

7. Are you familiar with efforts here or elsewhere to promote the development of affordable and workforce housing? These strategies are often combined with certain development incentives, like density bonuses, to partially compensate the developer.

Prompt: Do you think developers, public officials, the public, and others in the Winnemucca area would embrace pro-affordable or workforce housing concepts?

Prompt: What would have to occur to make that a reality? (Who would have to be convinced? What would the process look like?)

8. Are there others you would recommend me speaking to, here in Humboldt County, or elsewhere, that would have something to say about current housing issues and the creation of more affordable and workforce housing?

Thank you for your participation.