

2020
2025

STRATEGIC PLAN

TRUCKEE MEADOWS TOMORROW



MEASURING WHAT MATTERS

TRUCKEE MEADOWS
TOMORROW

ENGAGING OUR COMMUNITY
MEASURING OUR PROGRESS



OUR FUTURE IS BRIGHT!

75%
OFF

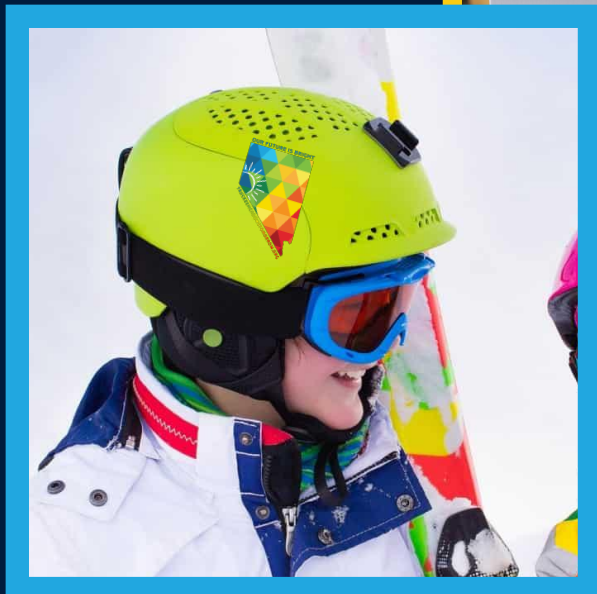
Say it loud Nevada, it is cool to care!

Make your donation of \$25 or more at www.truckeemeadowstomorrow.org to get your sticker today!

Join TMT in shaping a better future for Nevada and get your OUR FUTURE IS BRIGHT sticker to show your Nevada love.



I WANT
MY
STICKER!



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ACKNOWLEDGEMENTS

Thank you to the Truckee Meadows Tomorrow Board of Directors who contributed to the creation of this Strategic Plan: **Marlene Rebori, Aaron Fricke, Jeremy Smith, Nissa Rundberg, Dennyse Sewell, Natha Anderson, Dan Doegnes, Susan Boskoff, Erin Dixon, Ben Hayes, Alexis Hill, Karen Hruby, and Erica Mirich.**

Special thanks for Erica Olsen and Lorna Shepard from OnStrategy for making this strategic plan possible! Your expertise, direction, and professionalism are unmatched. Thank you for guiding us to clarity, purpose, and inspiration.

TMT would like to thank all of our community partners for believing in our mission and supporting our work as we plan for the next 25 years of improved Quality of Life for all northern Nevadans!

Additional thanks to Erica Mirich at PIVOT Creative & Consulting for providing creative and communications direction. You turned our text document to technicolor!

PRESIDENT'S MESSAGE

Greetings Community Members.

I love living in our Truckee Meadows Community. We are fortunate to have access to amazing outdoor recreation, opportunities for lifelong learning and world-class art and culture in our community. For over 25 years, Truckee Meadows Tomorrow (TMT) has been an innovative organization focused on identifying and measuring our shared quality of life. While our process for engaging the community and tracking quality of life may have changed over the years, our shared vision and passion for our community has always remained steadfast, to provide objective, trusted data measures that empower residents to improve our quality of life.

Our 2020 Strategic Plan is long overdue and is our first comprehensive strategic plan in nearly 10 years. Despite the challenges we have all faced in 2020, TMT continues to move forward and achieve success. Staying true to our legacy of keeping community at the heart of our work, in 2020 we pivoted our in-person community conversations to virtual community conversations. Our data platform, Nevada Tomorrow still tracks our quality of life indicators but now contains more metrics, is easier to access, and freely available for anyone to use and provides critical data needed for grant proposals, community reports or needs assessments. We continue to build partnerships to track and share data that our members and sponsors have come to expect as the oldest quality of life indicators organization in the nation.

On behalf of the TMT Board of Directors, I encourage you to review our 2020 strategic plan. Explore where we're headed and join with us as we take steps toward a brighter, more diverse and engaged community working to improve our quality of life for all residents.

Sincerely,

Marlene K. Rebori
MARLENE REBORI

President

Truckee Meadows Tomorrow Board of Directors



WHO WE ARE

Truckee Meadows Tomorrow is the independent, trusted organization that gathers, manages and shares quality of life data to inform and foster positive change in the community.

Our goal is to provide stakeholders in Northern Nevada, and the entire State, an opportunity to better collaborate and address priority community quality of life issues. We offer the entire community access to the critical data needed to affect social change for improved quality of life.

In 1989, Truckee Meadows Tomorrow (TMT) was crafted out of an Economic Development Authority of Western Nevada (EDAWN) committee in response to research showing quality of life as the major reason businesses relocated to the region.

TMT started as an "organization of organizations," whose members helped spread the idea at the grassroots level that indicators could be used to measure the region's quality of life in relation to the impacts of growth. **The original partnering organizations included Truckee Meadows Regional Planning Agency, EDAWN, Washoe Medical Center (now Renown Health) and the Washoe Education Association.**

For two decades, Truckee Meadows Tomorrow (TMT) collaborated with business owners, policy-makers, educators, nonprofits, community leaders and residents across Washoe County and the surrounding region to define measurable and actionable indicators to monitor how we're doing as a community at preserving and enhancing our quality of life. Tracking the indicators over time, allows TMT to measure how our residents live, learn, work, recreate, raise families, and care for themselves and others. Reporting on the community's wellbeing transforms the data into real "stories"—where we've been, are now, want to go, and how we can get there.

Our NevadaTomorrow.org Community Data Exchange Tool is the data hub for metrics & performance measures, providing comprehensive, unbiased and non-partisan data about the region and the state of Nevada. Accessing the data hub is the catalyst to rally collaborative opportunities for positive outcomes. Additionally, engaging the community helps all residents understand the important role the indicators play in our region now and in the future.

Now more than 25 year later TMT remains a vital player in our community by providing accurate, timely and objective data needed to prioritize, address, and advocate for quality of life issues.



MISSION

To enhance our quality of life by providing accurate, timely and objective data as the basis for community engagement and dialogue.



VISION

By 2025, Truckee Meadows Tomorrow will be a sustainable, valued and essential community asset—providing leadership through our contribution as an objective, trusted source of data and as a catalyst for community conversations that empowers residents to improve our collective quality of life in the great State of Nevada.



VALUES

Truckee Meadows Tomorrow believes that:

- Data drives progress, measuring what matters helps us affect social change and that data should be accessible to everyone.
- A diverse community needs free, timely, and relevant data to support effective, inclusive, and beneficial policy making.
- All members of our community deserve a voice and representation in building the Nevada of tomorrow.

WHAT WE DO

Though TMT believes that **data drives progress**—data only tells one side of the story. Community engagement and action—using data to drive effective decision making—is what transforms communities for the positive. That is what TMT does.

For more than 25 years TMT has been—and continues to be—the leading source of quality of life data and the trusted conduit for meaningful community conversation in northern Nevada. TMT connects with the residents of our Truckee Meadows community to uncover what matters most to the people who live, work, and play here—and then advocates for positive change for our citizens.

TMT endeavors to democratize data by providing our northern Nevada community with the most accurate, timely, relevant information possible through our many new and popular initiatives. The two most popular being the Nevada Tomorrow Community Data Tool and the Community Conversation Speaker Series.

MEASURING OUR PROGRESS.

Truckee Meadows Tomorrow is a community-wide initiative that provides a dynamic, interactive information platform with easy to understand local quality of life data for all northern Nevadans.

Our organization plays a vital role in our community by offering a trustworthy, independent, non-partisan, non-biased, grassroots, community-lead, “one-stop shop” site for stakeholders and the community at large to access critical data needed to prioritize, address, and advocate for quality of life issues.

ENGAGING THE COMMUNITY.

For almost three decades Truckee Meadows Tomorrow has connected with the residents of our Truckee Meadows community to uncover what matters most to the people who live, work, and play here. In order to better engage with the community TMT has focused outreach efforts in myriad ways.

From the creation of Community Compacts and Quality of Life Reports to grand events such as Accentuate the Positive and our latest initiative — the Community Conversation Speaker Series — TMT has used community dialogue to inspire action for a better Nevada of tomorrow.

400K

Community
Members Served

300

Indicators of
Quality of Life

10

Unique Community
Data Dashboards

1

Nevada for
Us to Protect

NEVADA TOMORROW COMMUNITY DATA EXCHANGE



NEVADA TOMORROW
MEASURING WHAT MATTERS

The Nevada Tomorrow Community Data Tool (found directly at NevadaTomorrow.org) provides a free, dynamic, easy to use, one-stop digital resource for access to community quality of life data. Here visitors can find up-to-date demographic, environmental, economic, educational, health, social determinant and equity data that compares local, state, and national goals and prior values, side by side.

NevadaTomorrow.org offers myriad custom dashboards that provide visitors with the most up to date demographic quality of life information for our community. Available dashboards include:

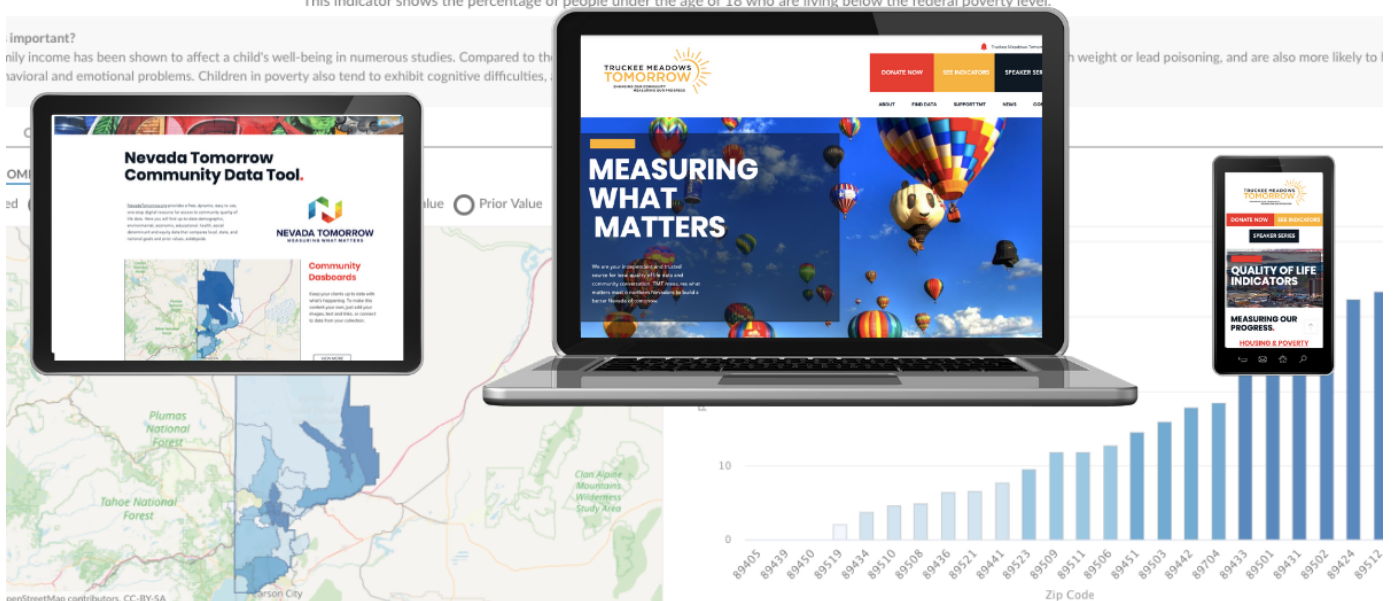
- [Washoe County Demographics](#)
- [Healthy People 2020 Progress Tracker](#)
- [Health & Wellness](#)
- [Education & Lifelong Learning](#)
- [Economic Wellbeing](#)
- [Land Use & Infrastructure](#)
- [Arts & Cultural Vitality](#)
- [Natural Environment](#)
- [Civic & Neighborhood Engagement](#)
- [Public Wellbeing](#)
- [Poverty, Humanity, and Housing](#)
- [Behavioral Health](#)

Children Living Below Poverty Level

Select a Zip Code ▼ Measurement Period: 2014-2018 ▼

Filter: none (all Zip C

This indicator shows the percentage of people under the age of 18 who are living below the federal poverty level.



COMMUNITY CONVERSATION SPEAKER SERIES



EDUCATE. ENGAGE. INSPIRE.

Communities don't build themselves. It is the people who live, work, and play in northern Nevada that determine the type of community we are and will become. Engaging in conversation is the first step to being informed of the issues that matter most.

The Community Conversation Speaker Series is a year-long speaker series for community members to learn about critical local issues that impact our quality of life here in the Truckee Meadows.

Each month local experts will shed light on the obstacles and opportunities we face as a community. Topics include:

- [Improving Our Access to Quality Healthcare](#)
- [Our Economic Recovery in a Post-Pandemic World](#)
- [Are We Loving Our Nevadan Nature to Death?](#)
- [Ensuring Education & Care During A Crisis](#)
- [Poverty, Housing, and Humanity](#)
- [Why the Arts Matter to Nevadans](#)
- [Building the Nevada of Tomorrow](#)
- [The Kids are NOT Alright!](#)
- [Your Voice. Your Vote.](#)
- [Envision the Nevada of Tomorrow](#)





WE MEASURE WHAT MATTERS



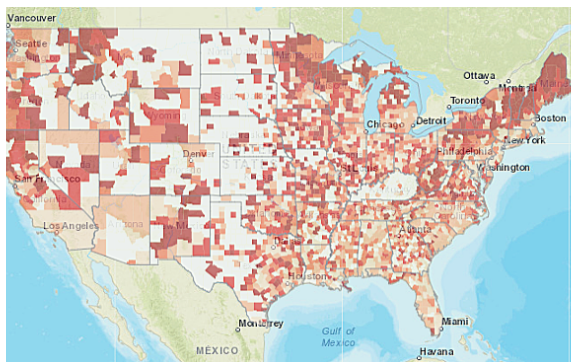
FIND DATA THAT MATTERS TO YOU

EXPLORE OUR DATA

Discover more than 300 Quality of Life indicators at our NevadaTomorrow.org Community Data Portal.

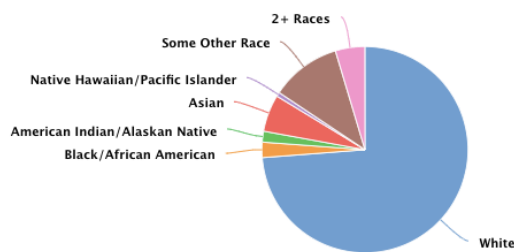


NEVADA TOMORROW
MEASURING WHAT MATTERS



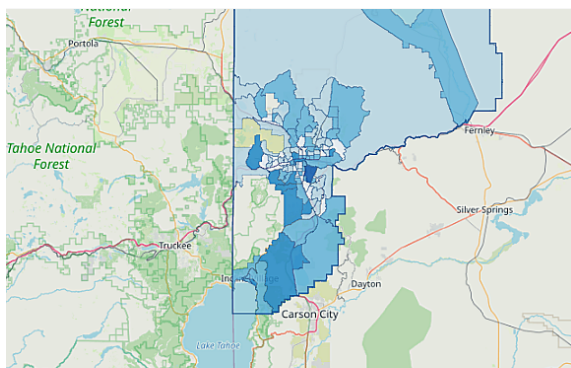
COVID-19 DATA FOR WASHOE COUNTY

Find Vulnerable Communities for Future Action. See our county's risk for severe illness burden due to COVID-19 based on trends in reported COVID-19 cases and deaths, clinical risk factors, and social and economic determinants updated every day.



WASHOE COUNTY DEMOGRAPHICS

Use this easy to navigate dashboard to find the critical Washoe County demographic data on population, race, gender, income, education, and more.



COMMUNITY DASHBOARDS

Find the data that matters to you on our custom Washoe County dashboards. Discover the most relevant, up to date, and user-friendly data right at your fingertips. Dashboards offered include: Economic Wellbeing, Health & Wellness, Education & Lifelong Learning, Arts & Cultural Vitality, Civic & Neighborhood Engagement, Land Use & Infrastructure, Public Wellbeing, Natural Environment, Behavioral Health and Housing & Poverty.

GOAL 1

INCREASE PARTNER, COMMUNITY, AND STATEWIDE AWARENESS OF TMT AS THE MOST TRUSTED COMMUNITY SOURCE FOR INDEPENDENT, NON-PARTISAN, COMMUNITY QUALITY OF LIFE DATA.

OBJECTIVES

TMT is trusted by the media, elected officials and public agencies as the reliable source of quality of life data. The entire community is aware of and values TMT because of the diverse opportunities to engage with the organization and understand how quality of life data represents them and their lives.

INITIATIVES

OUTREACH & COMMUNICATIONS

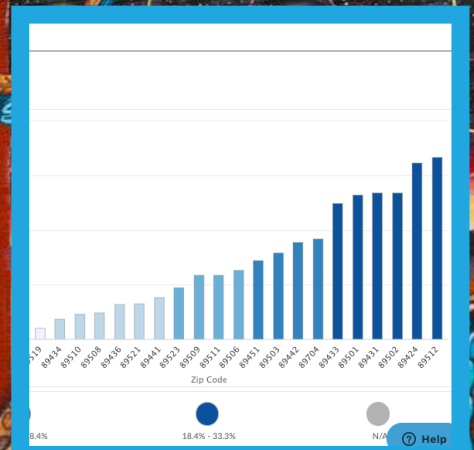
- Showcase TMT's achievements, initiatives, and future plans by developing and implementing a communications strategy that strengthens community trust, secures new funding sources, and recruits community partners.
- Utilize new technologies and approaches to better connect with our community.
- Secure support for executive director to grow outreach plan effectively and efficiently.

STRATEGIC PARTNERSHIPS

- Partner with key community agencies to build collaborative partnerships that ensure accurate, relevant data is effectively reported to the community.

VISIBILITY & RECOGNITION

- Create and support fun, high-value, community events to engage the entire community and to increase unrestricted revenue.
- Enlist the support of local media to educate the community about TMT's data and why it matters.



GOAL 2

ENSURE TMT'S LONG-TERM FINANCIAL SUSTAINABILITY BY INCREASING REVENUE FROM DIVERSE FUNDING SOURCES AND IMPROVING ACCOUNTABILITY.

OBJECTIVES

Diverse sources of funding (individuals, businesses, public agencies, foundations, grants, etc.) result in year-over-year revenue increases and ultimately, 2 to 3 years of operating reserves so that TMT can expand its programs and solidify its sustainability.

INITIATIVES

STEWARDSHIP

- Establish and execute a thoughtful and meaningful stewardship plan for all supporters.

FUNDING

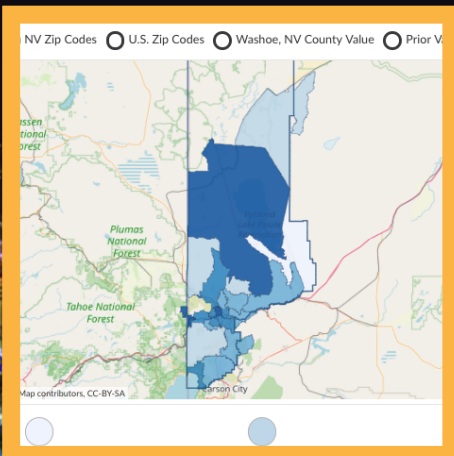
- Strengthen relationships with current funding partners to continue to secure revenue dedicated to new data initiatives.
- Develop a creative, sustainable funding strategy that increases unrestricted revenue.

ACCOUNTABILITY & TRANSPARENCY

- Engage professional accounting firm to ensure policies and practices meet the highest standards for nonprofits.
- Ensure transparency by making information about the performance, financial position, and governance of the organization available to the public.

COMMUNITY PARTNERSHIPS

- Expand outreach to secure local, regional, and state level partners.



GOAL 3

DEVELOP AN ORGANIZATIONAL STRUCTURE AND PROCESSES THAT ENSURE TMT'S LONG-TERM SUSTAINABILITY.

OBJECTIVES

TMT's staff are guided by the engaged and diverse 15 board members. Enhance the organization's systems and processes to advance TMT's ability to be efficient and impactful and to provide improved initiatives to serve stakeholders and TMT's mission.

INITIATIVES

LEADERSHIP

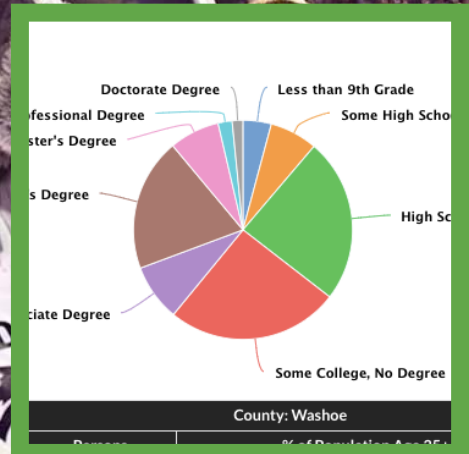
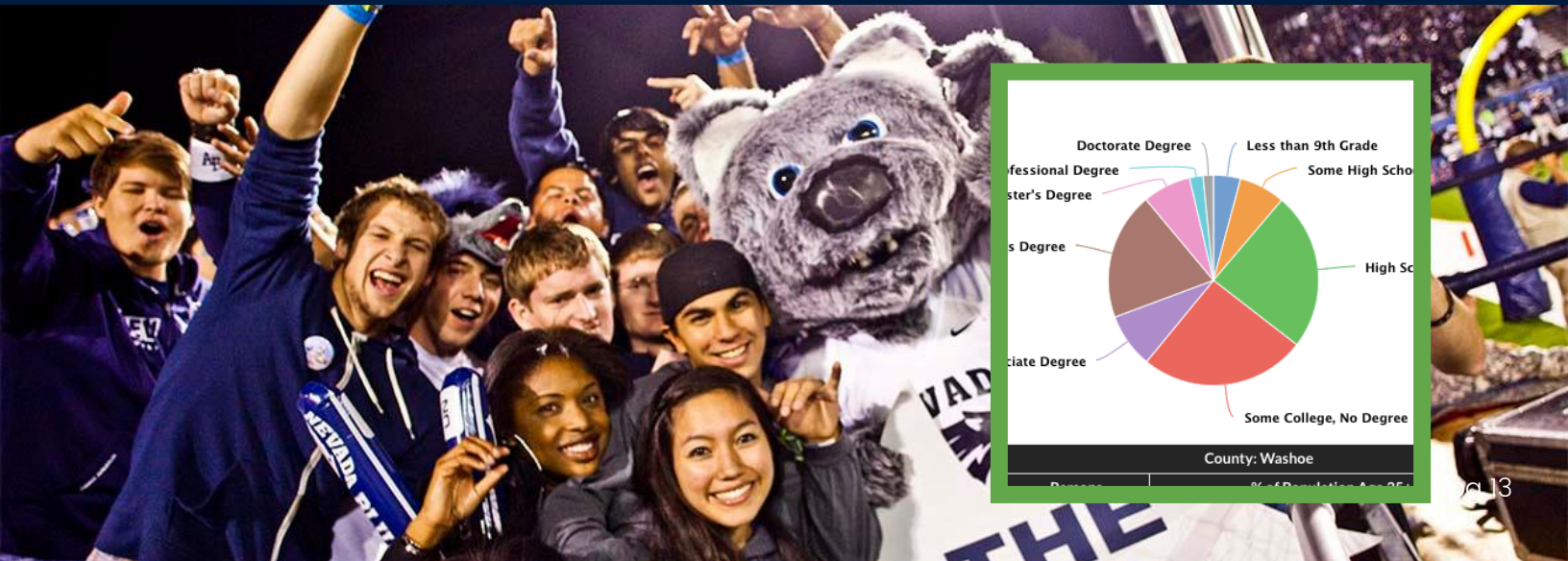
- Refine our organizational structure to better share responsibilities and improve effectiveness.
- Develop annual work plans for each major strategic goal.
- Develop annual assessment tools for leadership, staff, and initiatives

STAFF

- Annually assess the highest-priority positions needed to further TMT's mission, goals, and objectives.
- Hire and retain highly qualified staff to manage operations, initiatives, and decrease need for board/volunteer assistance.

PROCESS

- Invest in new technologies, processes and systems that improve staff efficiency and effectiveness.



GOAL 5

BUILD & GROW BOARD OF DIRECTORS TO BETTER REPRESENT OUR DIVERSE AND VIBRANT COMMUNITY

OBJECTIVES

The TMT Board of Directors is a collection of committed northern Nevada residents who believe that data drives progress. The Board of Directors represents our diverse northern Nevada community and celebrates the many voices and perspectives that make us unique.

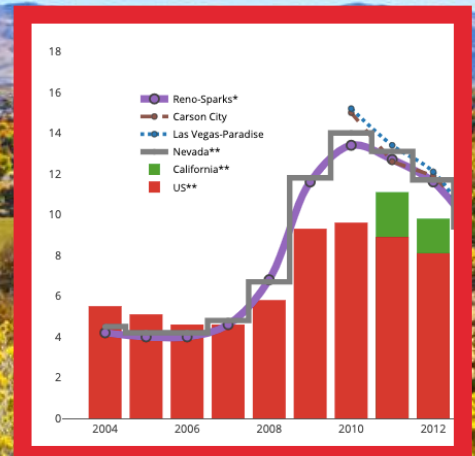
INITIATIVES

BOARD LEADERSHIP

- Establish sustaining board of directors positions for TMT's founding agencies (EDAWN, TMPRA, Renown Health, and Washoe Education Association).
- Maintain a full slate of officers that represent the diverse demographics of our northern Nevada Community.

ASSESSMENT & ACCOUNTABILITY

- Develop and utilize a complete board assessment, on-boarding, and recruitment pipeline.
- Transition from a working board to a governing board by revising board responsibilities to emphasize guidance and oversight, and to shift day-to-day management to staff,



SPECIAL THANKS!

We are grateful for the support of our corporate and agency partners who are committed to helping people, strengthening families and building a stronger, healthier and safer community. Together, we are helping to build the Nevada of tomorrow.

Renown[®] HEALTH

WELLS
FARGO

NV Energy

OnStrategy

Reno Sparks
Tahoe
ECONOMIC DEVELOPMENT AUTHORITY
OF WESTERN NEVADA

ARTS & CULTURE
BIGGEST LITTLE CITY IN THE WORLD
CITY OF
RENO
COMMISSION

CliftonLarsonAllen

WEA
WASHOE EDUCATION ASSOCIATION

RTC

RenoTahoe
VisitRenoTahoe.com

WASHOE COUNTY
HEALTH DISTRICT
ENHANCING
QUALITY OF LIFE

one truckee river

PIONEER CENTER
FOR THE PERFORMING ARTS

TMRPA
TRUCKEE MEADOWS REGIONAL PLANNING AGENCY

PHOTO THANKS & CREDITS

TMT is grateful to the incredible creatives who bring our community to life.

Special thanks to RenoTahoe (Reno Sparks Convention Authority or RSVA) for photo permission. Additional thanks to muralists Joe C. Rock and Erik Burke for use of their incredible art and to Sean Franzen, Garrett Yrigoyen, Jess Wandering and the other photographers who capture our amazing community for the world to marvel.

SUPPORT TMT'S MISSION

Truckee Meadows Tomorrow (TMT) knows you need comprehensive, unbiased data to achieve your goals. When you achieve your goals—whether making sound and informed decisions, setting targets and planning strategically, looking for information to support your funding efforts or helping to recruit your work force—the community prospers. TMT provides the data you need. Join the individuals and organizations making difference in the Truckee Meadows.

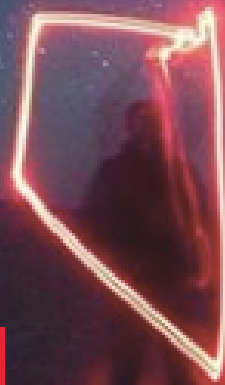


Photo: Sean Franzen

BECOME A MEMBER

TMT is funded by you—and together—we can make the community better. Your contributions support the comprehensive and nonpartisan indicators project to measure our community's wellbeing.

BECOME A PARTNER

By investing in TMT, you improve where we all live, learn, work, enrich our lives, raise families, and care for others. Become an Indicator Partner/ Sponsor and help TMT track the data that is important to you.

JOIN IN THE CONVERSATION

Annual reports are intended to give shareholders and other interested people information about the company.



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