

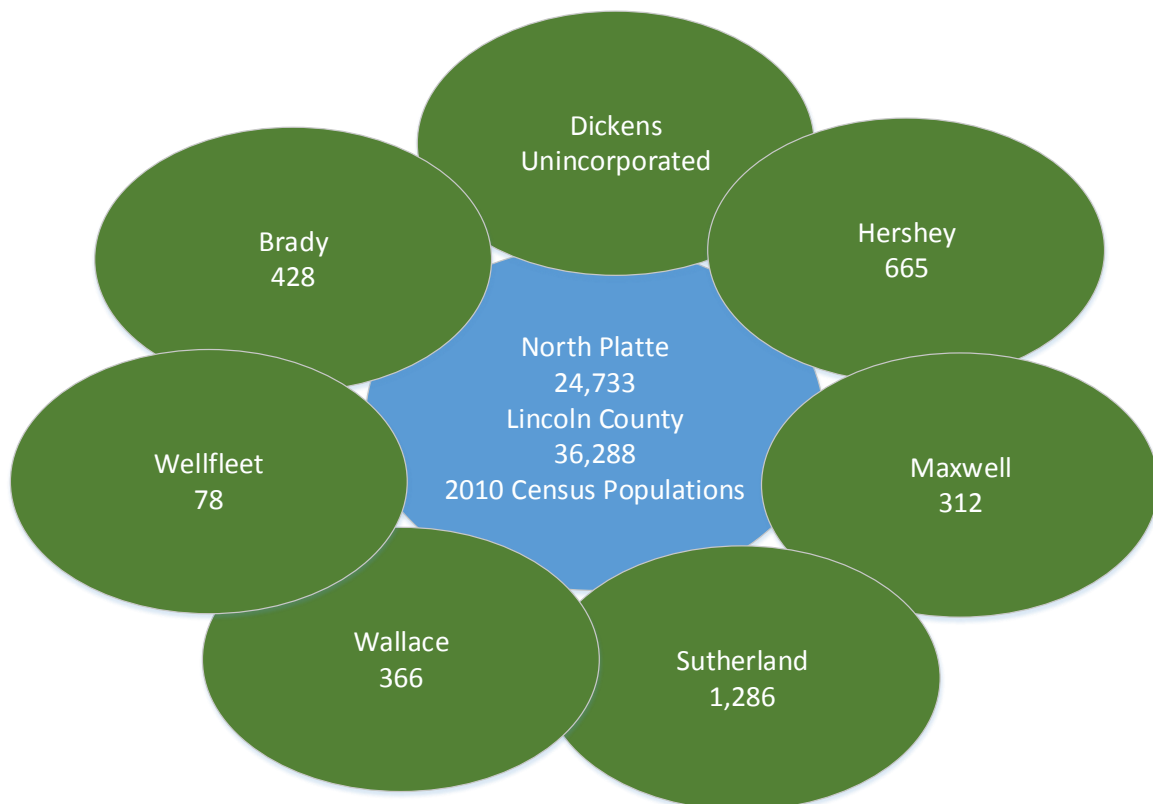


North Platte Public Library

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North Platte, NE 69101
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North Platte Public Library Strategic Plan 2016-2018

Serving North Platte and Lincoln County



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STRATEGIC PLAN DEVELOPMENT CREDITS

The North Platte Public Library staff, North Platte Public Library Advisory Board members, and our customers and patrons assisting in the development of this strategic plan. Special thank you to Richard Miller, Library Development Director for the Nebraska Library Commission, for providing Strategic Planning Workshops throughout the State of Nebraska and offering advice whenever requested.

MISSION STATEMENT

The North Platte Public Library exists to ensure access to the accumulated knowledge of the world. This enables individuals to pursue personal enrichment and take informed action.

COMMUNITY PROFILE

North Platte is located in western Nebraska at the intersection of Highway 83 and Interstate 80 and the confluence of the North and South Platte Rivers which form the Platte River. North Platte is a large railroad community with the Union Pacific Railroad as the largest employer.

POPULATION

The population of **North Platte** is 24,733 based on the 2010 census. The median age is 38.7 and the breakdown of age is:

- 27.4% of residents were under the age of 20
- 18.4% were age 20 through 34
- 11.6% were age 35 through 44
- 27.4% were age 45 through 64
- 15.3% were 65 years of age or older

The gender makeup is 49.3% male with a median age of 35.4 years, and 50.7% female with a median age of 39.1 years. The median household income is \$43,156. This represented a 26.26% increase over from the 2000 census, which reported a median household income of \$34,181. North Platte has 2,710 veterans.

The population of **Lincoln County** is 36,288 based on the 2010 census. The median age is 39.2 and the breakdown of age is:

- 27.6% of residents were under the age of 20
- 17.5% were age 20 through 34
- 11.8% were age 35 through 44
- 27.6% were age 45 through 64
- 15.4% were 65 years of age or older

The gender makeup is 49.4% male with a median age of 38 years, and 50.6% female with a median age of 40.5 years. The median household income is \$45,181, an increase of 23.55% over the 2000 census median household income of \$36,568. Lincoln County has 3,224 veterans.

EDUCATION

There are five pre-schools and many home-based preschools available in North Platte. There are 18 schools within the city limits: North Platte Public Schools (11 Elementary schools, 2 middle schools and 1 high school); St. Patrick's School (1 Grade School and 1 Middle/Senior High School); Our Redeemer Lutheran Schools (Grades K-5); Platte Valley Christian Academy (Grades K-5). North Platte also has Mid-Plains Community College for students seeking higher

education opportunities. Approximately 91% of the population has completed high school or have higher education.

LANGUAGE AND ETHNICITY

96.3% of the population speaks only English in the home. Of the remaining 3.7%: 2.9% speak Spanish. 98.5% of the population is one race, white only is 94%; 7.1% identifying as Hispanic.

EMPLOYMENT

52.1% of the population 16 years and older are employed. The unemployment rate is 2.8% as of June 30, 2015. 92.3% workers (age 16 years and over) drove their own vehicle. The mean travel time for workers is 12.7 minutes. 11.9% of the North Platte population are living below the poverty level.

CULTURAL SUMMARY

North Platte offers a lot in the area of recreation. North Platte has:

- Two (2) swimming pools (1 outdoor, 1 smaller indoor)
- Twelve (12) parks (1 large and 2 medium-sized)
- Four (4) golf courses (1 municipal course, and a 9-hole disc course at Cody Park)
- One (1) baseball field and 7 youth baseball fields
- One (1) softball complex
- Ten (10) soccer fields
- Ten (10) lighted tennis courts
- several on and off road bike and hike trails (including a loop around North Platte and Lake Maloney)
- Two (2) dog parks
- One (1) skateboard park
- One (1) splash pad
- One (1) recreational complex (indoor courts, weights and fitness equipment, classes and programming)
- Home of Platte River Fitness Series offering organization for 29 area fitness events in 2015 including mile, 5K, 10K, half marathon, marathon, triathlon, adventure, and relay event types

There are several state recreational facilities in North Platte. These include: Buffalo Bill Ranch State Historical Park; Buffalo State Recreation Area; Lake Maloney State Recreation Area, the North Platte Fish Hatchery.

Local attractions include the: Lincoln County Historical Museum; the Golden Spike Tower; 20th Century Veteran's Memorial; and Fort Cody.

North Platte is supportive of the Arts. They have a Community Playhouse (4 productions per year) and several Art groups (Creativity Unlimited Arts Council; North Platte Art and Gift Gallery). The Sandhills Symphony performs in North Platte twice a year and the performers are from the Sandhills area. North Platte has a Municipal Band that performs weekly in the summer. The community also hosts a Town Hall lecture series, a concert association, Fort Cody Summer Concert Series (NRoute Entertainment), and North Platte Country and Blue Grass Festival. North Platte is also home to the Prairie Arts Center.

And finally, NEBRASKAland Days, the state's official celebration, has taken place every June in North Platte since 1965. Events during NEBRASKAland Days include PRCA Buffalo Bill Rodeo, Summer Jam Concert Series, and Miss Rodeo Nebraska Association coronations. The rodeo has an especially long history in North Platte dating back to Buffalo Bill Cody's first Old Glory Blowout on July 4, 1882. Additionally, in 2005, the Original Town Association began a celebration called Rail Fest. It became an annual event until 2016 when they announced the 2016 event was cancelled. Rail Fest was created to recognize and celebrate the significance of the Union Pacific Railroad and its workers to the community of North Platte. These events and venues continue to bring thousands of tourists into North Platte each year.

LIBRARY SWOT ANALYSIS **(STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND STRENGTHS)**

INTERNAL STRENGTHS

Programming – the library offers many programs for people of all ages. These include Wee Read, Story Time, Teen Café, Summer Reading Programs, technology classes, and guest speakers, entertainers, and historians. Many of our youngest participants start because their parents remember good times during library programming in the past.

Collections, Information and Technology Access – over 100,000 items are available for checkout in many different formats including digital books, digital audio books, digital music, large print, DVD, music CD, books on CD, media packs, travel packets. The library also provides access to several electronic resources that support the areas of education, home and hobby, genealogy, children's science, and consumer research. The library provides over 25 stations for access to the library's catalog, internet, productivity and photo software, and printing (color and black/white). One (1) station in the facility is specifically adapted for challenged individuals and includes visual and motor skill adaptive software and hardware in compliance with ADA. A public hotspot is available for those wishing to bring their own devices for internet and resource access. Separate wireless access is provided for classes and meetings. As a conservative community, North Platte has chosen to filter all stations within the facility against easily accessing offensive or illegal material online.

Facility Location and Staffing – located in the downtown and at the heart of government service facilities, the library is open 66 hours per week during the school year (Labor Day through Memorial Day) and 60 hours per week during the summer. The library's interior was last updated in 2007 which included a new centralized circulation desk. The library's exterior was last updated in 2011 which removed outdated building embellishments, ineffective weather awning, and damaged flower bed; and included contemporary EFIS detailing, and lighting updates. There are seventeen (17) library employees (14.75 FTE) with a combined longevity of 212 service years at the library.

Supporting Organizations – the library has strong local support from the Friends of the Library, the North Platte Public Library Foundation, North Platte Genealogical Society, Nebraska Humanities, Lincoln County Museum, various volunteers and the general public. Without these strong supporters we would have been unable to update the interior and exterior of the library, provide a robust array of electronic resources in the area of genealogy, bring in very talented entertainers and humanities speakers, share programming venues, re-

upholster tired furniture, replace portions of the library's windows, and raise funds for future facilities and programming.

INTERNAL WEAKNESSES

Facility Parking – there are three (3) public parking spots (2 handicapped) next to the building. On street parking and the shared public parking lot to the west is frequently full. The small lot next to the building and the staff parking area (7 spots) behind the building have uneven surfaces and pose a potential liability during the winter months when they cannot be cleaned of ice and snow efficiently and effectively. The number of relatively close parking spots are insufficient to meet the needs of the community using the library and its employees, especially during larger programming events.

Facility Mechanicals – the library has recently struggled with an inoperative elevator, inefficient and half functional air conditioning system, cracked equipment pad and broken valves and coils plagues the heating system. The entire HVAC systems are at or beyond end of life and repairs are frequent and becoming harder to accomplish. The flat membrane roof although still under warranty, springs frequent leaks during bad weather especially in the spring and summer months with rain combined with hail and wind can damage the liner. These leaks in the past few years have caused minor damage to ceiling tiles, lighting fixtures, collections, and carpeting squares.

Technology Hardware Replacement Funding – keeping computers and servers operational has become an issue when funding normally allowing scheduled replacements of technology equipment is used instead to keep facility mechanicals running. The library is now repurposing other department's end of life equipment to make repairs to its end of life equipment. Professional support is no longer available for a majority of the libraries public computing stations and servers. The staff side of the network is slightly better, but not on par with best practice replacement cycles.

Nonexistent Marketing Plan – a marketing plan or consistent policy is not in place. The library does a relatively good job of marketing its events through facebook but needs to embrace other social media platforms. The library needs to do a better job of marketing its services, not just events. Branding of marketing materials also lacks uniformity.

Safety and Space Concerns – the library provides free local phone service intended to free up business phones by allowing the public to call for pickups and rides. The county jail is located next door and frequently released inmates utilize our local only phone. Being an all-female staff, some employees have expressed concern about their personal safety due to dead end stacks (also related to space issues), lack of a second exit from staffing cubicles, and the general perceived increase of agitated or alcohol/drug behavior among some customers. There is not enough meeting room space for library programming and public requests to use the meeting room. Library programming takes precedence but staff must pre-plan events and rarely is the room available for impromptu tours, for example.

EXTERNAL OPPORTUNITIES

Local Education Collaboration - North Platte Community College / Mid-Plains Community College (MPCC) has a long history of providing cost effective education for local students. They are a resource for the entire community but we rarely collaborate on collections and

digital access products yet frequently refer our customers back and forth. MPCC ranked 3rd only to Library Service and Cody Park in overall quality in our survey. If we collaborate more, we could bring each other to the top of the Educational and Recreation Overall Quality in North Platte. Ninety-eight (98) percent of our survey respondents think of the North Platte Public Library as a part of the educational system. Cross promotion of our services, similar or dissimilar, would be an advantage to the community and the respective institutions.

Local Event and Facility Archives – in the past the library has clipped and maintained files of various local events, facilities, crimes, statistics, etc. Cody Park, North Platte Recreation Center staff, and Athletic Competition Events all ranked highest in our survey of overall quality of Recreation Services. Libraries are not typically thought of with the term recreation unless it involves reading but libraries are good at maintaining records. North Platte Public Library could maintain the history for the community's athletic events.

Take Internet Access to the People – Survey results indicated that 71% reported they had internet access and 66% reported they had a home computer. Coincidentally, 60% reported they use a computer at the library for their internet access. At a time when most advertising, news casts, and political jurisdictions would have you believe internet access is omnipresent, North Platte continues to indicate that 30-40% do not have reliable or consistent internet access. Cody Park is undeniably one of North Platte's strongest recreation attributes, the library could work with the City to provide hot spot access to Cody Park. The park hosts the North Pole Village in the December and activity at the park is fairly steady year round.

Construction, DIY, and Flipper Resources – the local news continues to bring to the attention of the community and region, North Platte and Lincoln County's current housing market shortage. According to the Nebraska Department of Economic Development (<http://www.neded.org/files/research/cities.htm>) the population of North Platte in 2010 was 24,733 and total housing was 11,450. There were 890 or about 7.8% vacancies compared with the state which had a 9.5% vacancy rate in 2010. According to the Nebraska Department of Economic Development (<http://www.neded.org/files/research/hous10.htm>) the number of estimated housing units in Lincoln County in 2013 was 16,567 and of those 1,500 were vacant indicating a vacancy rate of 9.1%. Compared to the vacancy rate for the entire state of Nebraska during the same time of 9.3%. In 2015, the United States Census Bureau (<http://www.census.gov/housing/hvs/data/ann15ind.html>) indicated that the national housing vacancy rate was 12.9%, a difference of 3.8-4.0% indicating a potential housing shortage for the entire state. The Lincoln County Comprehensive Plan 2012-2030 (<https://www.co.lincoln.ne.us/wp-content/uploads/2015/06/complan.pdf>) shows that in 2009 Lincoln County had an existing housing stock of 16,230 and 7,397 or 45.6% were constructed either earlier than 1939 or between 1970-1979. Meaning nearly 50% of the existing houses in 2009 are now approaching either 50 or 75+ years in age and will be or are in need of maintenance, updating, or renovation.

EXTERNAL THREATS

Surprise Mechanical Failures - Unplanned and emergency mechanical expenditures pulls funding resources away from programming, services and technology maintenance. These surprise expenses are usually not cost effective in the long run as eventually systems that have been band-aided too many times will require replacement. The library is at this point in 2016 with the entire HVAC system.

Hostile Economy – Lincoln county, like the entire state of Nebraska, is heavily dependent on the agriculture economy. When grain or cattle industries see a downturn in their economy, that eventually ripples through to our funding status. The lack of revenue for city and county governments to support the library's funding requests can be tied to the state of the economy. During agriculture down swings, we are forced to not only remain even, but cut budgets. When we are forced to cut budgets, we instinctively go to our services and materials lines even though the largest portions of our budget are tied to staffing and facilities. The library looks for smaller things to control, hoping the budget cuts are temporary. The library has seen several years of cutting and it is becoming evident in the age of public technology equipment.

CAVE Dwellers – every community usually has a small group of likeminded and vocal citizens that others consider them Citizens Against Virtually Everything (CAVE). It does not matter what options are presented, this group tends to find fault with every option. North Platte has such a group and they vocalize a distrust of government and never want to spend a dime on “non-essential” services like libraries and recreation facilities. There is an ongoing continuous effort to correct misinformation suspected to be rooted in CAVE Dwellers and spreads within the community. Any sort of bond issue seems to intensify CAVE Dwellers objections, giving the impression that a civic group could prepare ahead of time for the onslaught. This is not necessarily so as the objections and outcries can be so eccentric that a positive problem solving group would have never even considered the protest.

Tweakers, Misfits, and Life – the people of Lincoln County passed a bond issue to build a new 45,000 SF detention center in November 2008. The new detention facility, which is next door to the library, opened in 2011 with 125 beds and can be expanded to 175 beds. The Lincoln County Detention Center houses inmates from federal, state, regional, and local justice districts. As a result of budget negotiations during construction that were intensified by a hostile national economy, there is a desire to charge for any and all jail services, including local phone calls. So upon release, word of mouth, has lead formerly incarcerated and their associates to utilize free local phone service, computer access, and restroom facilities at the library. Decentralized and community based mental health practices have placed individuals into the community that are not always medication compliant. Individuals going through civil process, divorce, life crisis, mental breakdowns, or substance and medication issues can display unpredictable behavior. Events in the news concerning world-wide terror or multiple homicide / mass murder have everyone thinking more about safety. We develop scenarios, train, and discuss plans of action routinely, but life happens and we cannot be prepared for everything. Focusing on the inability to prepare for every bad thing can drive staff and the public to feelings of anxiety and insecurity.

COMMUNITY NEEDS

COMMUNITY NEED #1 – A SAFE AND SECURE LIBRARY FACILITY

Goal #1: Security and Surveillance Systems

1. FY 2016-2017 – Prioritize budget requests for and acquire a multi-camera surveillance system complete with digital recording and archival features.
2. August 2016 – Provide in-service self-defense training to any staff member wishing to participate.

3. FY 2017-2018 – Prioritize budget requests for main facility doors to have electronic key card access, allowing the library to “replace” and disable door access as necessary.
4. August 2017 – Provide in-service library security specialist speaker to discuss actions and threats in a public library setting.
5. In 2018, evaluate the need and feasibility for a silent panic button at public service desks.

Goal #2: Library Policy Review, Update, and Creation

1. January – August 2016 – Review and update the North Platte Public Library Policy Manual with library administration and staff, and library advisory board members.
2. January – August 2018 – Review and update the North Platte Public Library Policy Manual with library administration and staff, and library advisory board members.
3. By December 2018 – complete a draft, if not finalize, a Disaster Response chapter in the North Platte Policy Manual.

Goal #3: Replace HVAC Systems so Safety Valves and Environments are Functional

1. FY2015-2016 – Funding was obtained to replace the entire HVAC systems.
2. By June 2016 – Obtain revised written quote for work amendments and change orders.
3. By December 2016 – Have the new air conditioning and heating systems installed and functional.

COMMUNITY NEED #2 – INCREASE AWARENESS OF LIBRARY RESOURCES

Goal #1: Develop a Marketing Plan

1. ASAP - Specifically hire one (1) part-time library staff member with graphic design certification and/or background.
2. By August 2016 – Identify and develop library staff to champion various social media platforms. Everything does not have to be duplicated everywhere and the more diversity we have of staff posting on social media the more likely we will be successful in reaching a larger audience.
3. By September 2016 - Develop a North Platte Public Library informational program that can be given to community clubs and service organizations by the Library Director.
4. By October 2016 - Develop a logo that can be utilized on all promotional materials generated for library programming and services formatted for print and web.
5. By June 2017 – Develop info graphics that can be utilized in budget sessions, public relations, and supporting organization meetings the helps to explain the resources and corresponding usage stats of the library. Anticipate this as an annual goal to correspond with budget sessions.

COMMUNITY NEED #3 – SUPPORT SOLUTIONS TO THE HOUSING SHORTAGE

Goal #1: Provide Access to Online and Print Home Owner/Builder Resources

1. FY 2016-2017 – Fund continued access to Home Improvement, Consumer Reports, Small Engine and Automotive Repair resources.
2. By December 2016 – Develop a marketing plan for all electronic resources funded by North Platte Public Library.
3. FY 2017-2018 – Evaluate usage of this specific group of online resources and seek any new distributors of content areas similar to these that can support solutions to the community's housing shortage.
4. By January 2017 – Evaluate print collections in the area of building, electrical, and plumbing codes for updating. Also evaluate the areas of home improvement, house building plans, and curb appeal. Anything that might make a vacant unit more attractive or help in renovation or creation of new housing units.

Goal #2: Collaborate with Local Officials and Leaders to Provide Housing Related Handouts and Guides

1. By September 2016 - Identify and approach local leaders and officials including the Lincoln County Community Development Corporation Director; City of North Platte Planning Administrator; and the Lincoln County Board of Realators® for programming, handouts, guides and assorted other material with possible topics of:
 - a. Tips on selling your home
 - b. Basic repairs to your home
 - c. Sources of funding for construction and/or renovation of your home
 - d. HUD housing options and guidelines
 - e. FHA, veterans, and other home loan programs and how you can apply.
 - f. Low cost curb appeal ideas
 - g. Required and option home purchase / selling steps
 - h. Maintenance tasks for a healthy home
 - i. Landlord / tenant Statutes
 - j. How to get along with your neighbors

EVALUATION STRATEGY

Library Administration, with staff support and assistance, will investigate, develop, and implement the objectives provided above within the timelines indicated. The Library Advisory Board and Library Staff will evaluate the progress of the goals as the objectives require to maintain effectiveness. Plans are theoretical intentions until they become reality. Timeline flexibility may be required as operational priorities shift.

This Strategic Plan as a whole will be reviewed and updated every other year on the even-numbered years, beginning each January in conjunction with the review of the Library's Policy Manual. The survey and focus group assessments, community needs, goals and objectives will be overhauled during this time.

APPENDIX A: FULL DEMOGRAPHIC ABSTRACT

After reviewing the demographic information obtained from the *American Fact Finder*, there are several conclusions that may be drawn from the data. This abstract will reduce the data down and highlight the demographic anomalies in the data.

North Platte has a population of 24,733 people and is the county seat with the largest population in this large county. Lincoln County has a population of 36,288 people. The County population is expected to grow to over 40,000 by the year 2040. The majority of racial makeup of all the communities in the county is 94.3% white. Surprisingly, the Hispanic or Latino of any race only comprise 7.2% of the County population. The exception to this is Wallace, which shows 17.2% of their population or 63 persons of the 366 population. The third highest race in the County is Asian at 2.4%.

Many of the villages in the county have residents that commute for work with the following towns being the communities most often commuted to: North Platte, Gothenburg, and Ogallala.

Dickens is already unincorporated and essentially a ghost town. Wellfleet (pop. 78) is also showing signs of decline with 0% of residents between the ages of 20 and 34.

The median age in the County was 39.1 years.

- 27.6% of residents were under the age of 19;
- 17.5% were between the ages of 20 and 34;
- 11.8% were from 35 to 44;
- 27.6% were from 45 to 64;
- 15.4% were 65 years of age or older

The gender makeup of the County was 49.4% male and 50.6% female.

The educational attainment of high school graduate or higher is 91.5%.

The median household income is \$48,158. The median household income for North Platte is \$45,156. This was a huge increase from the 2000 census, which showed \$34,181, however it is still on the low side compared to other communities in the county. Interestingly Hershey's median household income is \$73,125.

The percentage of individuals below the poverty level is 11.4%. Wellfleet had the highest poverty level at 18.2%. Interestingly, in North Platte: 44.6% of Black or African American's living in North Platte are living below the poverty level; Hispanic or Latino origin were the second highest race at 19.1% living below the poverty level, compared to 11.6% for Whites. This is directly related to the educational attainment. For this group, 31% had less than a high school graduate. 46.9% were unemployed and 5.6% were employed in this section. The State of Nebraska has a 12.9% rate of poverty. The United States has a poverty rate of 15.4%

Median contract rent in North Platte increased from \$427 per month in 2000 to \$589 per month in 2009 or a 37.9% increase. (*North Platte Nebraska Comprehensive Plan 2011*).

The Median value of owner-occupied housing units in North Platte increased from \$75,500 in 2000 to \$92,900 in 2009 and represents an increase of 23.0%. (*North Platte Nebraska Comprehensive Plan 2011*)

96.3% speak only English. Of the remaining 3.7%; 2.8 speak Spanish, 0.4% speak other Indo-European languages, 03% speak Asian and Pacific Island languages and .1 speak other languages.

Most of the veterans were 35 to 54 years of age (32.9%). The median income for veterans was \$25,710. 33.3% of veteran's had a high school graduate degree and 38.3% had some college or associate's degree. 19.4% had a bachelor's degree or higher.

LINCOLN COUNTY DEMOGRAPHIC TRENDS

The following information was taken from the *Lincoln County, Nebraska Comprehensive Development Plan Update 2013 to 2030*.

The Cohort Survival Model projection indicates Lincoln County's population will continue to increase into 2010 and continue to a steady increase through each decade through 2040. The following projection for Lincoln County is based on applying survival rates to age cohorts, but does not consider the effects of either in-migration or out-migration.

Year	Cohort Survival Model
2020	35,950 persons
2030	41,091 persons
2040	44,460 persons

Overall, Lincoln County has 16,230 housing units within the communities and rural areas. Of particular interest is the age of existing housing stock:

Year	Number of Homes Built
1939 or earlier	3,434
1940-1949	1,277
1950-1959	1,874
1960-1969	1,812
1970-1979	3,963
1980-1989	1,059
1990-1999	1,627
2000-2004	961
2005-	223

This table indicates 3,434 or 21.2 of Lincoln County's 16,230 total housing units were constructed prior to 1940. Housing units of this age need to be examined carefully to determine key issues such as dilapidation, deterioration as well as the presence of the hazard building material of lead and asbestos.

The amount of construction during the 1970's indicates a strong economy during this time. Several of these homes may be in need of repair or demolition. Several different building practices were used during this period and in some cases the quality of materials and construction may not have been the same as other homes in the county.

In 2009, there were 753 more people living in households than in 2000, this represents an increase of 2.2%. This represents a stable household population. This increase in household population was most likely located in single-family units throughout Lincoln County; considering the solid increase seen in the single-family units.

The largest component in the increasing population was with group quarters. Between 2000 and 2009, the number of people living in group quarters increased by 96 or 14.3%. However, North Platte saw an overall increase in group quarters population of 142 people; therefore, there were decreases within other facilities in Lincoln County. Group Quarters identifies people that are living in special housing conditions such as a nursing home facility. Therefore, this increase is likely due to increases in group homes and convalescent care facilities.

Households in Lincoln County earning \$50,000 or more saw an increase of 42.7% from 2000 to 2009. In 2000, 34.8% of the households earned \$50,000 or more; while in 2009, 45.9% were earning over that amount. The categories showing the greatest increases were those households earning over \$200,000 which rose from 0.8% in 2000 to 2.5% in 2009, an increase of 212.5% during the time period.

The median household income for Lincoln County is less than the state average. The CPI (Consumer Price Index) for this period was 21.3% which indicates household incomes in Lincoln County barely kept up with inflation. Therefore, households were actually earning slightly more real dollars in 2009 than in 2000.

Non-farm income increased from \$156,720,000 to \$1,301,830,000 in 2008, or an increase of 1,119.6% which was well over 2.5 times the CPI. By 2008k, farm income had risen from \$7,480,000 to \$128,593,000 or 1,619.2%, which is over 3.5 times the CPI.

Overall, the top five industries in Lincoln County stayed the same from 2000 to 2009. These five sectors are:

1. Educational, health, and social services
2. Transportation and warehousing and utilities
3. Retail trade
4. Arts, entertainment, recreation, accommodation and food services
5. Construction

The top five sectors make sense when the major employers in Lincoln County are added to this list:

1. North Platte Public Schools, Hershey Public Schools, Brady Public Schools, Maxwell Public Schools, Sutherland Public Schools, Wallace Public Schools, Mid-Plains Community College, Great Plains Regional Medical Center, State of Nebraska
2. Union Pacific Railroad, Nebraska Public Power District, City of North Platte Utilities
3. Wal-Mart, Shop-Ko, Platte River Mall, Menards
4. Hotels and restaurants to serve Interstate 80

The number of farms within Lincoln County actually increased between 1992 and 2002 which was not the norm across Nebraska. However, there were individual declines in 1997 and 2002 but the overall number rebounded in 2007. The total number of farms increased from 1,031 in 1992 to 1,053 in 2007, an increase of 2.1%. The state of Nebraska for the same period, saw a decrease of over 5,200 farms for a total change of -9.8%. Lincoln County is by far in better shape agriculturally than the state as a whole.

Overall, cattle and calves operations, Beef cow operations and other livestock operations in Lincoln County have seen drastic declines from 1992 to 2007. Livestock production in Lincoln County is apparently shifting heavily towards cattle in some form. However Lincoln County only has 3.8% of the total cattle and calves in the state of Nebraska.

Corn and wheat have been the two most frequently raised crops in Lincoln County since 1992. Corn for grain is the dominate crop in Lincoln County by a large margin.

Agriculture has historically been a major part of the Lincoln County economy. It appears that its importance will only grow during the planning period of this document (2013-2030). It will be critical to

maintain a balance in the type of livestock and grains raised in order to minimize future economic downturns.

NORTH PLATTE COMMUNITY PROFILE

North Platte is the county seat of Lincoln County, Nebraska and is located in the southwestern part of the state, at the confluence of the North and South Platte Rivers forming the Platte River. North Platte's largest employer is the Union Pacific Railroad and North Platte is home to Bailey Yards, the largest rail classification yards in the world. In addition to being of significant rail interest, it is also has two major highways (Highway 30 and Highway 83) and Interstate 80 running through it.

North Platte residents enjoy a safe small town environment, but has the amenities of a medium sized community. And, North Platte is close enough for a quick trip to a larger metropolitan city when necessary: Denver (4.5 hours away) or Lincoln (3.5 hours away).

North Platte has a rich history: from our humble pioneer beginnings and the installation of Fort McPherson (near Maxwell) during the Indian Wars; the impact of the Union Pacific Railroad; a unique link to the Wild West through Buffalo Bill's Scout's Rest Ranch; through the roaring nineteen twenties when North Platte became "Little Chicago"; and finally, to the infamous Annie Cook and the book written about her *Evil Obsession*.

NORTH PLATTE CENSUS INFORMATION - OVERVIEW

North Platte has a population of 29,904 people. The racial makeup of the town (in 2010) was 94.0% White, 0.8% African American, 0.6% Native American, 0.6% Asian, 2.4% from other races, and 1.5% from two or more races. Hispanic or Latino of any race were 7.7% of the population.

There were 10,560 households of which 30.4% had children under the age of 18 living with them. There are 10,718 total housing units.

The median age in the town was 38.7 years.

- 27.4% of residents were under the age of 19;
- 18.4% were between the ages of 20 and 34;
- 11.6% were from 35 to 44;
- 27.4% were from 45 to 64;
- 15.3% were 65 years of age or older.

The gender makeup of the town was 49.3% male and 50.7% female.

The educational attainment of high school graduate or higher is 91.0%.

The median household income is \$43,156.

The percentage of individuals below the poverty level is 11.9%.

North Platte has 2,710 veterans.

Occupation

Just over half of the civilian population aged 16 years or older is employed (14,601 individuals or 52.1%). The major occupation types are (in order by number of individuals employed by occupational category):

1. Sales and office occupations (3,648).
2. Management, business, science and arts occupations (3,635). Of note: Education, legal, community service, arts, and media occupations made up 1,430 or just under 50% under this category.
3. Production, transportation, and material moving occupations (2,841). Transportation occupations made up 1,867 or approximately 65% of this category.
4. Service Occupations (2,583)
5. Natural resources, construction and maintenance occupations (1,894). Of note is that Farming, fishing & forestry occupations only made up 142 occupations.

****The major employers are:**

1. North Platte Public Schools, Mid-Plains Community College, Great Plains Regional Medical Center, State of Nebraska
2. Union Pacific Railroad, Nebraska Public Power District, City of North Platte Utilities
3. Wal-Mart, ShopKo, Platte River Mall, Menards (North Platte regional retail center)
4. Hotels and restaurants to serve Interstate 80

**** (North Platte Nebraska Comprehensive Plan 2011)**

Commuting Characteristics

Most workers (16 years and over) drove their own vehicle (92.3%) and 84.3% drove alone. 1.8% of workers walked or biked to work and 1.7% of workers either used public transportation or took a cab. 4.2% work from home.

The mean travel time for worker is 12.7 minutes.

68.1% of workers take less than 14 minutes in travel time to get to work. 17.5% of workers take 15 to 19 minutes to get to work.

8.6% of workers take 20 to 29 minutes to get to work.

2.7% of workers take 30 to 34 minutes to get to work.

3% of workers take 35 to 60 minutes to get to work.

Household Income

The median household income for North Platte is \$45,156. This was a huge increase from the 2000 census, which showed \$34,181, however it is still on the low side compared to other communities in the county.

Educational Attainment

Ninety-one percent of individuals are a high school graduate or have higher education.

Poverty

11.9 % of the North Platte Population are living below the poverty level. Of note: 44.6% of Black or African American's living in North Platte are living below the poverty level. Hispanic or Latino origin were the second highest race at 19.1% living below the poverty level and 11.6% for Whites. This is directly related to the educational attainment. For this group, 31% had less than a high school graduate. 46.9% were unemployed and 5.6% were employed in this section. The State of Nebraska has a 12.9% rate of poverty. The United States has a poverty rate of 15.4%

Housing

In 2010, there were 13,691 housing units available in North Platte with 92.1% of those units occupied. Twenty-five percent of these homes were built from 1970 to 1979. Of note: 1,026 homes were built between 2000 and 2010. 86.6% lived in the same residence that they were in one year prior. 13.3% stated they lived in a different house in the U.S. (with 8.2% stating they were in the same county and 5.1% reporting they were in a different county.)

****Median contract rent in North Platte increased from \$427 per month in 2000 to \$589 per month in 2009 or a 37.9% increase.**** (*North Platte Nebraska Comprehensive Plan 2011*)

****The Median value of owner-occupied housing units in North Platte increased from \$75,500 in 2000 to \$92,900 in 2009 and represents an increase of 23.0%. ****
(*North Platte Nebraska Comprehensive Plan 2011*)

Language Spoken at Home and Ancestry

96.3% speak only English. Of the remaining 3.7%; 2.8 speak Spanish, 0.4% speak other Indo-European languages, 0.3% speak Asian and Pacific Island languages and .1 speak other languages.

The largest percentage of ancestries reported were German (33.7%), Irish (13.5%), and English (12.0%).

Disabled and Veteran Status

15.1% of the non-institutionalized population reported that they had a disability. 12.1% of civilian population stated that they were Veterans. Most of the veterans were 35 to 54 years of age (32.9%). The median income for veterans was \$25,710. 33.3% of veterans had a high school graduate degree and 38.3% had some college or associate's degree. 19.4% had a bachelor's degree or higher.

ADDITIONAL NORTH PLATTE COMMUNITY INFORMATION

Education

In addition to a strong public school system, comprised of eight elementary schools, 2 Middle schools, and one high school; there are several other options for education in North Platte. North Platte has three Christian-based schools: Our Redeemer Lutheran School (Grades K-5); Platte Valley Christian Academy (Grades K-5); and St Patrick's Catholic Schools (includes McDaid Elementary School (Grades K-5) and St Patrick's Middle/Senior High School. According to Health & Human Services, there are forty-two accredited pre-schools/day care facilities; and eleven after-school programs for Elementary age children that are offered through the public elementary schools.

There are several post-secondary education opportunities for students in Lincoln County. Mid-Plains Community College has two campuses, one in North Platte and the other in McCook. There are also extended campuses in each of these communities: Ogallala, Broken Bow, Imperial, and Valentine. Mid-Plains Community College offers classes and degrees for traditional and non-traditional students. Bellevue University and Chadron State College offer degrees through Mid-Plains Community College as well.

North Platte Community College's North Campus features technical educational programs in the areas of transportation, building construction, electronics, and information technology. The South Campus houses the academic transfer, business/office technology, health occupations, community services, music, art, drama, and athletic programs.

Recreational Summary

******The North Platte Park System is comprised of 12 primary park and recreation areas. The primary park systems includes the developed parks of Cody Park, Centennial Park, Orabella Square, Iron Horse Park, Memorial Park, Kriz Park, St. Mary Park, Eisenhower Park, and Pioneer Park, along with Wilderness Park Open Space, the City's 18-hole golf course, the undeveloped parks of 2nd and South Park. ****** (*North Platte Nebraska Comprehensive Plan 2011*)

North Platte has one outdoor swimming pool, and one recreation center with indoor swimming pool. There is one municipal golf course and three additional private golf courses. There is one baseball field and seven youth baseball fields. And there is one softball complex. There are ten soccer fields. There are a total of ten lighted tennis courts split between two park areas. The city also has bike and hiking trails available for anyone to use. In addition, North Platte residents love their pets and there are two dog parks available for the public to utilize. Children and teens alike enjoy the skateboard park that was installed in 2003.

In addition, there are several state recreational facilities below that are located in Lincoln County and provide special recreational resources to the residents of the county. These include:

- Buffalo Bill Ranch State Historical Park
- Buffalo Bill State Recreation Area
- Lake Maloney State Recreation Area
- North Platte Fish Hatchery
- Sutherland Reservoir State Recreation Area

Arts & Culture Summary

North Platte has the North Platte Community Playhouse which presents four productions per year. This playhouse is housed in the historic Fox Theater.

The Creativity Unlimited Arts Council has been actively renovating a 1913 building in the downtown area. There is also a North Platte Art and Gift Gallery that features local artist's works.

The Lincoln County Historical Museum is open during the summer and holds several historical events each season. This museum has an extensive North Platte Canteen Exhibit. The interpretative display details the story of volunteers that for 54 months, 24 hours per day, 7 days a week, throughout World War II, met every U.S. Military train; providing food, treats, and hospitality to its passengers. Over six and a half million servicemen and women were served during the Canteen's existence.

A western prairie village is housed behind the museum. All the structures have been restored and furnished and are open to visitors. The history, heritage and frontier spirit of Lincoln County are captured at the Lincoln County Historical Museum. The Museum also has a large collection of Native American artifacts.

The North Platte Children's Museum is a place for children and parents to enjoy a hands-on experience in learning. The Museum offers visitors a place to experience the wonders of science,

technology, culture and the arts in a unique and interactive atmosphere. This Museum is located in the original historic Carnegie Library building.

The 20th Century Veteran's Memorial is conveniently located at the crossroads of the "Veterans of Foreign Wars Memorial Highway (U.S. Highway 83) and the Eisenhower Interstate System (I-80). The five major branches of the armed forces and the five major conflicts of the 20th Century are memorialized by larger than life bronze statues and by a fifteen foot tall brick relief mural.

The Golden Spike Tower and Visitor Center gives railroad enthusiasts and visitors alike a unique perspective on the Union Pacific's Bailey Yard. The top of the tower is 8 stories above the rail yards and gives a great panoramic view of the railroad and its operations.

Communication Facilities

There are several telephone providers serving the North Platte area. There are eight over the air stations located in and serving North Platte. There are three television stations located in North Platte. There are several internet providers serving the North Platte area. The residents of North Platte and Lincoln County are served locally by the North Platte Telegraph (Daily newspaper Tuesday-Sunday) and The North Platte Bulletin (weekly newspaper).

Public Utilities

The electrical system in the community is owned and operated by the City of North Platte. The City buys wholesale electricity from NPPD (Nebraska Public Power District). Northwestern Energy supplies natural gas to the City of North Platte. The City gets water from 14 different wells. The City has a gravity flow sanitary sewer system that flows to a fully mechanical treatment plant. The City of North Platte Provides garbage pick-up service within corporate limits. The waste is taken to the sanitary landfill in Perkins County.

Celebrations

North Platte is home to NebraskaLand days, a statewide celebration taking place every June and lasts two to three weeks. During this time, North Platte entertains an additional 10,000 visitors which generate millions in additional revenue for the City of North Platte and Lincoln County. This tradition has been held in North Platte since the 1960's.

Additionally, in 2010, the Original Town Association began a celebration called Rail Fest. It has been held every year since then during the third weekend in September. Rail Fest was started to recognize the significance of the Union Pacific Railroad and its workers. Thousands of train enthusiasts visit North Platte during this weekend and this event continues to grow every year.

Health & Medical Care

North Platte has a large and growing hospital and medical community that serves the central part of Nebraska. Great Plains Health has grown rapidly over the past twenty years. Recently, they have expanded the Callahan Cancer Center; added a heart and vascular center; and are in the process of completed a 20 million dollar expansion (due to open August 2015). This expansion is a five-story, 116 bed patient tower. These rooms will have larger patient areas (including women & children's, ICU, the medical/surgical unit, cardiac & pulmonary rehab and the sleep lab), expanded support services areas including information technology as well as larger public spaces.

There are four Nursing Home facilities in North Platte:

- Centennial Park Retirement Village. The facility has 31 independent living apartments, 39 assisted living apartments, as well as skilled nursing accommodations for 68 residents.
- Premier Estates Senior Living. This facility is an assisted living facility.
- Linden Estates. This facility is designed in a campus layout with two options, Linden Court and Linden Estates. The facility offers both independent living and assisted living options. This facility is in the beginning stages of a multi-million dollar expansion project.

NORTH PLATTE CITY SERVICES

Public Safety-Fire

The North Platte Fire Department has both a paid and volunteer component within the umbrella of the department. The department operates three different fire stations in North Platte.

Public Safety-Police

The North Platte Police Department has approximately 42 sworn officers. North Platte residents, since they are also citizens of Lincoln County, are afforded protection by the Lincoln County Sheriff's office as well as the North Platte Police Department.

North Platte's enhanced 911 call center handles emergency and non-emergency calls for the City of North Platte, Lincoln County Sheriff's office and several other adjacent counties.

City Hall

North Platte's primary public building is its City Hall. The City Hall houses several functions of the city including:

- City Council chambers
- City Administrator's office
- Mayor's office
- Department of Finance and Administration
- City Clerk
- Legal Department
- Engineering
- Information Systems
- Planning and Zoning
- Building Inspections

Government

North Platte is governed by a Mayor and eight (8) member city council. The mission/vision of the city is *"To be an economic and cultural center for West Central Nebraska providing excellent opportunities for its residents and visitors."* City operations are managed by a City Administrator.

The City has 399 employees (including part-time and temporary).

Library

The Library is a 20,000 square foot facility located at 120 West 4th Street. In addition to traditional library services, the facility offers a Technology Learning Center, free Wireless access, meeting room space, and many digital services are available through the Library's web page. The Library

has over 100,000 items in various collections (fiction, non-fiction, large-print, children's, young adult, music, DVD's, etc.).

Municipal Power and Light

Municipal Light & Water is responsible for providing customer service for electric, water, and sewer customers.

Recreation Complex

The Recreation Complex is home to the Leisure Services department. This facility has an indoor gym and swimming pool and offers a variety of fun and education recreation type of classes year-round.

North Platte Senior Services Center

The City of North Platte offers a wide variety of services to its older citizens, including:

- Home Delivered Meals
- Congregate Meals for Seniors & Guests at the Senior Center
- Recreational Activities
- A Senior fitness Center at the Senior Center
- Dances
- Entertainment
- RSVP (Ready to Serve Program) volunteer activities & newsletter

Transportation

The North Platte Public Transit has demand-response and a fixed route system. Both systems are sponsored by the City of North Platte, available to everyone in North Platte.

LINCOLN COUNTY PROFILE

Lincoln County is located in the Southwestern part of the state of Nebraska. The county seat is North Platte and the North Platte Public Library provides library service to Lincoln County at no charge. Library service is provided through contract funding between the City of North Platte and Lincoln County.

Lincoln County has a total area of 2,575 square miles of which, 2,564 is land and 11 square miles is water. It is the third largest county in Nebraska by area.

Several major highways cross Lincoln County, including: Interstate 80; U.S. Highway 30; U.S. Highway 83; Nebraska Highway 23; Nebraska Highway 25; and Nebraska Highway 97.

The following communities are located in Lincoln County:

- | | |
|----------------|----------------------------|
| • North Platte | • Wellfleet |
| • Hershey | • Maxwell |
| • Sutherland | • Brady |
| • Wallace | • Dickens (unincorporated) |

Adjacent counties include:

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- McPherson County (northwest)
- Logan County (northeast)
- Custer County (east)
- Dawson County (east)
- Frontier County (southeast)
- Hayes County (Southwest)
- Perkins County (west)
- Keith County (west)

Census Information

Lincoln County has a population of 36,288 people. The racial makeup of the County (in 2010) was 94.3% White, 0.7% African American, 0.6% Native American, 0.5% Asian, 2.4% from other races and 1.4% from two or more races. Hispanic or Latino of any race were 7.2% of the population.

There were 14,076 households of which 32.0% had children under the age of 18 living with them. There are 16,583 total housing units.

The median age in the county was 39.1 years.

- 27.6% of residents were under the age of 19;
- 17.5% were between the ages of 20 and 34;
- 11.8% were from 35 to 44;
- 27.6% were from 45 to 64;
- 15.4% were 65 years of age or older

The gender makeup of the County was 49.4% male and 50.6% female.

The educational attainment of high school graduate or higher is 91.5%.

The median household income is \$48,158.

The percentage of individuals below the poverty level is 11.4%.

Lincoln County has 3,307 veterans.

HERSHEY COMMUNITY PROFILE

Hershey is located on Highway 30 (Lincoln Highway) and just off Interstate 80. It is approximately 15 miles west of North Platte. Hershey does not have a public library. Every year in late August, Hershey holds a Fall Festival. Many persons living in Hershey commute to neighboring communities for employment.

Census Information

Hershey has a population of 665 people. The racial makeup of the village (in 2010) was 90.5% White, 0.3% African American, 0.8% Native American, 0.3% Asian, 5.6% from other races, and 2.6% from two or more races. Hispanic or Latino of any race were 8.9% of the population.

There were 266 households of which 34.2% had children under the age of 18 living with them. There are 307 total housing units.

The median age in the village was 39.9 years.

- 27.6% of residents were under the age of 19;

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- 10.5% were between the ages of 20 and 34;
- 19.5% were from 35 to 44;
- 29.1% were from 45 to 64;
- 13.0% were 65 years of age or older.

The gender makeup of the village was 49.0% male and 51.0% female.

The educational attainment of high school graduate or higher is 94.5%.

The median household income is \$73,125.

The percentage of individuals below the poverty level is 4.5%.

Hershey has 49 veterans.

Of Note:

- Hershey has the highest median household income in the county.

SUTHERLAND COMMUNITY PROFILE

Sutherland is located on Highway 30 (Lincoln Highway) and just off Interstate 80. It is approximately 22 miles west of North Platte. The Maxine White Public Library serves the community, however it is not an accredited library. Many persons living in Sutherland commute to neighboring communities for employment.

Sutherland's motto is "The Biggest Little Town in Nebraska!" The community embraces traditional American values – family, work, church, school and community. Sutherland citizens are very community oriented and dedicated to church and civic organizations.

Census Information

Sutherland has a population of 1,286 people. The racial makeup of the village (in 2010) was 97.4% White, 0% African American, 0.9% Native American, 0.2% Asian, 2.0% from other races. Hispanic or Latino of any race were 5.0% of the population.

There were 473 households of which 36.4% had children under the age of 18 living with them. There are 581 total housing units.

The median age in the village was 39.9 years.

- 30.0% of residents were under the age of 19;
- 13.7% were between the ages of 20 and 34;
- 13.0% were from 35 to 44;
- 23.6% were from 45 to 64;
- 19.6% were 65 years of age or older

The gender makeup of the village was 49.5% male and 50.5% female.

The educational attainment of high school graduate or higher is 94.3%.

The median household income is \$65,149.

The percentage of individuals below the poverty level is 8.8%.

Sutherland has 161 veterans.

WALLACE COMMUNITY PROFILE

Wallace is located on Highway 25 in the southwest corner of Lincoln County and is approximately 43 miles southwest of North Platte. The Faith Memorial Library serves the community, however it is not an accredited library.

Census Information

Wallace has a population of 366 people. The racial makeup of the village (in 2010) was 85.5% White, 0% African American, 1.1% Native American, 0.8% Asian, 10.4% from other races and 2.2% from two or more races. Hispanic or Latino of any race were 17.2% of the population.

There were 140 households of which 40.7% had children under the age of 18 living with them. There are 169 total housing units.

The median age in the village was 35.5 years.

- 30.4% of residents were under the age of 19;
- 18.9% were between the ages of 20 and 34;
- 15.7% were from 35 to 44;
- 26.1% were from 45 to 64;
- 9% were 65 years of age or older

The gender makeup of the village was 47% male and 53% female.

The educational attainment of high school graduate or higher is 87.8%.

The median household income is \$53,229.

The percentage of individuals below the poverty level is 3.7%.

Wallace has 33 veterans.

Of note:

- Wallace has a very low poverty level.
- Wallace has the lowest education attainment in the county.
- Wallace has the largest percentage of Hispanic or Latino individuals.

MAXWELL COMMUNITY PROFILE

Maxwell is located just off of Interstate 80 and is approximately 16 miles east of North Platte. Maxwell does not have a library. Many persons living in Maxwell commute to neighboring communities for employment.

Census Information

Maxwell has a population of 312 people. The racial makeup of the village (in 2010) was 96.5% White, 0.6% African American, 1.0% Native American, 0.0% Asian, 1% from other races and 1.0% from two or more races. Hispanic or Latino of any race were 2.6% of the population.

There were 140 households of which 40.7% had children under the age of 18 living with them. There are 128 total housing units.

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The median age in the village was 47.1 years.

- 25.8% of residents were under the age of 19;
- 11.0% were between the ages of 20 and 34;
- 9.1% were from 35 to 44;
- 38.4% were from 45 to 64;
- 15.7% were 65 years of age or older

The gender makeup of the village was 49.4% male and 50.6% female.

The educational attainment of high school graduate or higher is 88.6%.

The median household income is \$53,125.

The percentage of individuals below the poverty level is 5.3%.

Maxwell has 22 veterans.

WELLFLEET COMMUNITY PROFILE

Wellfleet is located just off of Interstate 80 and is approximately 16 miles east of North Platte. Wellfleet does not have a library.

Census Information

Wellfleet has a population of 78 people. The racial makeup of the village (in 2010) was 76.9% White, 1.3% African American, 0.0% Native American, 5.1% Asian, 7.7% from other races and 9.0% from two or more races. Hispanic or Latino of any race were 10.3% of the population.

There were 27 households and 18 families living residing in the village. There are 43 total housing units.

The median age in the village was 48.7 years.

- 24.7% of residents were under the age of 19;
- 0.0% were between the ages of 20 and 34;
- 16.9% were from 35 to 44;
- 41.6% were from 45 to 64;
- 16.9% were 65 years of age or older

The gender makeup of the village was 49.4% male and 50.6% female.

The educational attainment of high school graduate or higher is 81.0%.

The median household income is \$43,750.

The percentage of individuals below the poverty level is 18.2%.

Wellfleet has 8 veterans.

Of note:

- This community has an extremely high poverty level for this area.
- This community has 0.0% children under the age of 10 years old and 0.0% young adults ages 20 to 34.

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- This community is very diverse.
- This community's percentage of high school graduates is the lowest in the county.

BRADY COMMUNITY PROFILE

Brady is located on Highway 30 (Lincoln Highway) and close to Interstate 80. This village is located approximately 25 miles southeast of North Platte. The Village of Brady Public Library serves the community; however this library is not accredited. Many persons living in Wellfleet commute to neighboring communities for employment.

Census Information

Brady has a population of 459 people. The racial makeup of the village (in 2010) was 99.1% White, 0.2% African American, 0.0% Native American, 0.0% Asian, 0.0% from other races and .7% from two or more races. Hispanic or Latino of any race were 1.9% of the population.

There were 159 households and 41.5% had children under the age of 18 living with them. There are 193 total housing units.

The median age in the village was 33.6 years.

- 36.5% of residents were under the age of 19;
- 15.0% were between the ages of 20 and 34;
- 13.3% were from 35 to 44;
- 21.2% were from 45 to 64;
- 13.9% were 65 years of age or older

The gender makeup of the village was 48.8% male and 51.2% female.

The educational attainment of high school graduate or higher is 92.6%.

The median household income is \$53,250.

The percentage of individuals below the poverty level is 17.4%.

Brady has 52 veterans.

Of note:

- This community has an extremely high poverty level for this area.

DICKENS COMMUNITY PROFILE

Dickens is an unincorporated community located along Nebraska Highway 23, 34 miles southwest of North Platte. Even though it is unincorporated, Dickens still has a post office.

Census Information

There is very little population information available for Dickens, however I was able to find an old population figure of 106.

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**APPENDIX B: NORTH PLATTE EDUCATION
 AND RECREATION SURVEY RESULTS**

Number of surveys: 113 surveys - 55 online and 58 paper

1. How would you rate the Overall Quality of the Education & Recreation Services in the North Platte area based on your experience?

COMMUNITY AREA	EXCELLENT	GOOD	FAIR	POOR	DON'T KNOW DON'T USE	NO RESPONSE
Community Parks (excluding Cody Park)	19	78	9	2	5	0
Cody Park	47	60	4	0	1	1 (good to fair)
North Platte Recreation Center	10	62	18	3	10	1
Library Service	47	54	7	1	4	0
Pre-schools	7	46	4	1	54	1
Elementary Schools	12	54	5	0	49	2
Middle Schools	4	52	7	2	45	1
High School	6	55	10	1	40	1
Mid-Plains Community College	27	52	7	2	25	0

Comments:

- Infrastructure – downtown - ugly awnings prevent development, Poor.
- Bike trails and walking trails, Poor.
- Catholic Schools, Excellent
- We need swimmers pools and recreation available all over town to all chill that they can reach by riding bikes or walking, Poor
- McDaid's, St Pat's High School – Excellent
- NP Catholic Schools, Excellent
- Very Disappointed with Hall School Closing-Poor.

2. Do you have access to the Internet? If yes, please answer question #3, if not, please skip to question #4.

	YES	NO	NO RESPONSE
Internet Access	80	4	29

3. How do you access the Internet? Please check all that pertain to you (note: most survey takers had multiple yeses):

	YES	NO	NO RESPONSE (OVERALL)
Home computer	75		27
Work Computer	46		
Computer at the Library	68		
Cell phone	62		
Friend's house	6		
Tablet/e-reader	43		
Other: iPad	1		
Other iPod	2		

4. When thinking about the future of North Platte: Is a strong educational system important to you?

VERY	SOMEWHAT	NOT MUCH	NOT AT ALL	DON'KNOW
102	6	3	1	1

If not, why? Comments:

- Right now I am not too worried about it. Yes it does affect everyone but I personally don't have any kids yet. If and when we do have kids I can't say if they will be enrolled in the North Platte school system. They may be enrolled in

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another school system where they get more one on one attention and have smaller classes and not be in a class of 200.

- These children are our future.
- No children. Although it would be very beneficial to have a State College in addition to our community college.

5. Do you think of a Public Library as a part of the Educational System?

YES	NO
111	2

If not, why. Comment:

- Yes because books & media are essential to learning.
- When I was in school we used our school library as well as the public library for research and also to read a generous amount of books that we didn't have access to over the summer months.

6. Do you use the City's website to find out about library, recreation or education information?

YES	NO	DON'T KNOW	NO RESPONSE
47	64	1	1

Where do you go to find this information? Comments:

- At home
- The City's website is very difficult to navigate, e.g. it always takes me a while to locate the library link
- City of NP website, rec center website, library website
- City website (x2)
- Email from library
- Facebook (x3)
- Generally four different websites... City, County, School, Library,
- Friend's (x26)
- Google (x33)
- <http://www.ci.north-platte.ne.us/>
- I generally go to the City site for links. The City site has quite a few steps to go through which can be annoying.
- I google specific phrases for each area I'm interested in.
- Internet explorer or Mozilla Firefox
- It is a favorite
- Just google
- Library computer
- Newspaper

7. How would you rate the Overall Quality of each of the following RECREATION SERVICES

COMMUNITY AREA	EXCELLENT	GOOD	FAIR	POOR	DON'T KNOW DON'T USE	NO RESPONSE	OTHER
North Platte Recreation Center Classes only	8	48	7	1	48	1	1-Good to Fair
North Platte Recreation Center Indoor Pool only	10	18	42	4	38	1	
North Platte Recreation Center Equipment only	5	19	9	34	45	1	1-Good to Fair
North Platte Recreation Center Shower/Restrooms only	4	20	45	10	33	1	
North Platte Recreation overall Facility	7	31	45	3	26	1	1-Good to Fair
North Platte Recreation Center Staff	24	51	6	2	29	1	
Skate Park	1	5	11	7	88	1	
Athletic Competition Events – Such as the	19	39	4	0	50	1	

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Platte Valley Fitness Series							
Baseball Fields – Bill Wood Field	11	48	3	0	50	1	
Softball Fields – Dowhower Softball Complex	13	47	3	0	49	1	
Track Facility at NPHS	9	35	5	1	62	1	
Tennis Courts – Memorial Park	11	38	6	1	56	1	
Tennis Courts – Centennial Park	4	34	7	5	62	1	
Cody Swimming Pool only (outdoor)	6	51	12	2	41	1	
Cody Park	40	58	6	1	8	0	
Soccer Fields	12	42	5	2	50	2	
Golf Courses (including private and public courses)	8	44	5	2	52	2	
Bike Trails	9	24	39	1	39	1	
Other Gym Service businesses (private, not city owned)	9	22	5	0	49	28	

Comments:

- 1. Several health clubs to choose from. Excellent. 2. Yoga-Good. 3. Independent Trainers-Good.
- Movies Theater. Good
- 1. Rec Center and Library need expansion and renovation. City should still operate. Fair. 2. Downtown needs a complete overhaul and redo - not touched since 1976 - buildings decaying - stores 3rd or 4th tier or empty. Poor. 3. A council member should visit and be active on all Boards such as Theater, Creative Arts, Etc. Fair.
- 1. Single, central governance (scheduling, marketing, attracting competitions) of ALL facilities Poor. 2. Connection of hike/bike trails to create "loops" Poor. 3. Coordinated maintenance of hike/bike trails (goals head stickers? Mowing?) Poor.
- 1. What bike trails? Poor. 2. Silver Sneakers. Poor.
- 1. We visit many other towns and civil in NE. Our sports and recreational facilities are so run down. Poor.
- 1. Firehouse gym-great equipment but no place to shower afterward. Good.
- Overall Rec Center facility needs updating
- I walk. N.P. very walkable

8. How would you rate each of the following Recreation Facilities & Services in CODY PARK?

CODY PARK SERVICES	EXCELLENT	GOOD	FAIR	POOR	DON'T KNOW DON'T USE	NO RESPONSE	OTHER
Parking Availability	14	71	23	4	1	0	
Picnic Areas	14	79	16	0	4	0	
Covered Picnic Shelter	28	66	12	2	4	1	
Playground Equipment	12	65	8	2	24	2	
Swimming Pool	8	60	11	3	29	2	
Animals	15	71	17	5	3	2	
Snack Shack	47	53	5	1	6	1	
Public Art	14	55	13	3	24	4	
Cody Park Rides	39	53	2	2	15	2	
Tennis Courts – Cody Park only	10	10	38	2	49	4	1 Fair to Poor
Park Employees (friendliness, helpfulness, etc)	36	61	5	2	5	3	
Train Museum	23	58	3	1	26	2	
Camping Grounds	2	37	10	5	55	3	1 Good to Fair
Restrooms	4	34	44	12	17	2	
Horseshoe Pits	1	34	7	3	64	4	

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Baseball/Softball Fields	4	50	6	2	48	3	
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Comments:

- 1. Covered picnic shelter-perhaps another smaller one needed. 2. Public Art-B.B. Cody looks like he's in jail! 3. Restrooms are gross!
- 1. Parking depends on the location - Centennial is bad - Cody is ok. Fair. 2. Recycling needs regular pickup. City should manage in order to control. Fair. #. Front Street Railroad right of way - City should visit with railroad to remove dead trees and replant new ones. Fair.
- Fire at Cody Park - Realize need a contingency plan to safely evacuate the animals

9. How would you rate the following services at the NORTH PLATTE PUBLIC LIBRARY?

LIBRARY SERVICES	EXCELLENT	GOOD	FAIR	POOR	DON'T KNOW DON'T USE	NO RESPONSE	OTHER
Library building facility	15	67	19	8	3	1	
Parking availability	4	11	33	62	1	1	1 fair to poor
Library Collections (Books, music, DVD, etc.)	24	68	10	3	6	1	1 good to fair
Literacy Programming (Story-time, Wee Read, etc)	56	21	5	1	28	2	
Information and Reference Services	28	60	9	1	12	3	
Technology Learning Center (Computer services, Internet access and/or Software)	23	26	5	2	55	2	
Young Adult Area and Teen Café	12	15	8	1	75	2	
Computer Classes	18	43	3	1	46	2	
Wi-Fi Services	16	20	4	3	67	3	
Library Staff (knowledge, friendliness, helpfulness, etc.)	56	47	4	2	2	2	
Art, Literacy, & Cultural Programming (Brown Bag Luncheon Series)	62	24	0	1	25	1	
Online Services (research databases)	24	22	3	1	60	3	
Facebook page	17	15	7	1	71	2	
Meeting Room	12	20	47	3	29	2	
Restroom	10	46	41	3	10	3	
Genealogy Area	10	46	2	3	49	3	
Printing / Copying Services	11	50	8	3	39	2	
ADA Computer and software	8	10	3	2	87	3	
Fax Services	8	12	0	2	89	2	
Study Space – Availability of open tables	8	43	31	7	21	3	

Comments:

- 1. A new library - many cities have gone to business on the ground floor and library floors above - how about the Pawnee? A floor for each area Children, General Checkout, Reference, technology, Genealogy. Poor. 2. Imagination & desire. Fair.
- 1. Equipment in almost every area is old. It's hard to borrow books because they are so backed up. Staff is rude. The liberal is so small. Poor.
- I lived in NP until 5 years ago; I wish the library services could be used by McPherson Co residents. Poor.
- Need a better library and better access for patrons.
- Need better parking, more marketing of products & services, co-op with Espresso Shoppe for book signings or maybe A to Z, hate the telephone system-go back to answering the phones
- Need small meeting cubicles / rooms

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10D. How would you rate the North Platte School System – NO SCHOOL CIRCLED, BUT ANSWERED

PAROCHIAL SCHOOL SYSTEM	EXCELLENT	GOOD	FAIR	POOR	DON'T KNOW DON'T USE
School Building facilities	1	4	2	1	0
Curriculum (adequately preparing your child for higher education or employment)	0	4	3	1	0
Safety of children	0	5	0	2	1
Website Ease of Use and Information	0	4	1	1	2
School Administration	0	2	2	2	2
School Board	0	2	3	2	1
School Library	1	3	1	1	2
School Teachers & Staff (support, knowledge, helpfulness, etc.)	1	3	2	1	1

10A. How would you rate the North Platte School System – PUBLIC ONLY

PUBLIC SCHOOL SYSTEM	EXCELLENT	GOOD	FAIR	POOR	DON'T KNOW DON'T USE
School Building facilities	6	48	5	0	0
Curriculum (adequately preparing your child for higher education or employment)	1	39	16	1	2
Safety of children	8	42	8	1	0
Website Ease of Use and Information	4	41	8	2	4
School Administration	6	36	13	3	1
School Board	4	37	9	8	1
School Library	6	38	5	1	9
School Teachers & Staff (support, knowledge, helpfulness, etc.)	4	49	4	2	0

Comments:

- 1. Teachers and coached are rude. Poor
- 1. High ability learner programs. Poor. 2. Curriculum Fair.
- 1. One system spurs the other to greater success. Excellent. 2. Glad to see 6th at Madison-it was too long 'the ghetto' school. Excellent. 3. NPPHS should be class B - until competitive at the A level with enough students.
- In the 1970's-1980's Hall School had some great teachers. Madison (Mr. Yanney - Great, Great teacher!). Hi school: mostly endured to graduation.

10B. How would you rate the North Platte School System – PAROCHIAL ONLY

PAROCHIAL SCHOOL SYSTEM	EXCELLENT	GOOD	FAIR	POOR	DON'T KNOW DON'T USE
School Building facilities	2	4	1	1	0
Curriculum (adequately preparing your child for higher education or employment)	4	1	2	1	0
Safety of children	3	4	0	0	1
Website Ease of Use and Information	2	0	0	1	5
School Administration	5	1	1	0	1
School Board	4	2	1	0	1
School Library	2	1	2	0	3
School Teachers & Staff (support, knowledge, helpfulness, etc.)	4	3	1	0	0

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10C. How would you rate the North Platte School System – HAVE KIDS IN BOTH

PAROCHIAL SCHOOL SYSTEM	EXCELLENT	GOOD	FAIR	POOR	DON'T KNOW DON'T USE
School Building facilities	1	4	0	0	0
Curriculum (adequately preparing your child for higher education or employment)	0	3	1	0	1
Safety of children	1	4	0	0	0
Website Ease of Use and Information	0	3	1	0	1
School Administration	0	1	3	0	1
School Board	0	1	3	0	1
School Library	0	2	2	0	1
School Teachers & Staff (support, knowledge, helpfulness, etc.)	0	5	0	0	0

10D. How would you rate the North Platte School System – NO SCHOOL CIRCLED, BUT ANSWERED

PAROCHIAL SCHOOL SYSTEM	EXCELLENT	GOOD	FAIR	POOR	DON'T KNOW DON'T USE
School Building facilities	1	4	2	1	0
Curriculum (adequately preparing your child for higher education or employment)	0	4	3	1	0
Safety of children	0	5	0	2	1
Website Ease of Use and Information	0	4	1	1	2
School Administration	0	2	2	2	2
School Board	0	2	3	2	1
School Library	1	3	1	1	2
School Teachers & Staff (support, knowledge, helpfulness, etc.)	1	3	2	1	1

11. How would you rate MID-PLAINS COMMUNITY COLLEGE overall?

EDUCATION SERVICES	EXCELLENT	GOOD	FAIR	POOR	DON'T KNOW DON'T USE	NO RESPONSE
College building facilities	19	56	1	2	1	34
Curriculum & Course availability to support your major	14	52	7	2	4	34
Safety on Campus	12	47	4	4	12	34
Website Ease of Use and Information	7	48	2	5	16	35
College Administration	8	47	8	3	13	34
Campus Housing	6	31	5	1	38	32
College Board	4	47	4	3	19	36
Learning Resource Center / Library support of Courses offered	10	51	5	2	20	25
College Instructors & Staff (knowledge, support, etc.)	15	47	5	3	3	40
Tuition Cost	15	37	7	2	8	44
Financial Aid Information	10	37	4	2	26	34

Comments:

- Needs to broaden sports base to include more sports for young men. Fair
- 1. Availability of advanced courses Poor. 2. Information about Courses and events. Poor. 3. Collaboration and communication with local schools. Poor.
- Tuition Cost was \$7.00 a credit hour when I attended in 1968

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12a. In thinking about the Recreational and Educational needs of North Platte, what improvements would you suggest that the City of North Platte consider undertaking over the next 5-10 years?

Comments:

- A New Library--need more meeting space, more tables, more places to plugin devices.
- A large new park in the SW part of town
- A new Olympic sized swimming pool. The teeny tiny sized pool is WAY too small to do laps in. PLUS, I can't walk there when the swim team is practicing.
- A new or renovated outdoor pool. The bottom is horribly rough.
- Large Water Park to help bring in people from outside North Platte
- Additional Baseball Fields for Legion Baseball tournaments
- Nice Skate Park
- Indoor jogging / running track (elevated over basketball court)
- Indoor Tennis Facility
- Develop a central "Sports Authority" that would take control of the maintenance, scheduling, attracting outside events, etc. of all the public owned sports facilities (coordinating with school, private facilities). Individual sports organizations could still bear much of the responsibility for maintenance (volunteers, fundraising, etc.), but there would be a One-Stop-Shop to go to to find out information about team registrations, tournaments, etc.
- Make the skate park a priority! A very large segment of our young people are being left out - just because they don't participate in organized sports don't mean they can't be productive members of our community! By providing them with fun recreational activities, they may be more inclined to make North Platte their home!
- Commit to developing our hike/bike trails! It is a shame that a tiny group of people have to spend so much time in private fundraising while trails would benefit the community in a huge way - health/wellness, quality of life, increased property values. Connect the trails. Replace on-road trails with off-road trails. Improved maintenance. Better signage/maps. Fitness equipment placed at regular intervals.
- More emphasis on other events in addition to the running events of the PRFS - water sports at Interstate lakes, the supply canal, Lake Maloney - biking events, etc.
- Invest in a large, multi-use indoor arena for year-round sporting events.
- Build a moto-cross (bike) track.
- Improvements to the Disc-Golf Course
- Drive through drop box at the Library. Friends of the Library or Foundation funding.
- Skating rink - maybe in old Alco building - fundraisers, admission charge.
- MS Office class on making a publication - Publisher @ MPCC or Public Library - tuition or class charge.
- A good job is happening even if construction is a pain!!!
- Adding another indoor pool or increase the size and number of swim lanes in the existing pool
- An Olympic size pool, all facilities to have a true YM/WCA.
- Another indoor pool so adults can go swimming after work in the winter. the swim team is always there.
- Another waterpark - in Cody Park, use Newburn funds.
- Better parking, and more handicapped parking spots, especially downtown
- Building a water park just like Grand Islands.
- City Parks--I would like to see a chess table(s) available to the public
- Complete bike trail loop to keep cyclists safe from traffic. Expand activities at pool similar to other cities of our size. Many surrounding small towns have better pools with more activities than Cody park pool. Recreation Center needs improvements/updates, some simply cosmetic. Structure is adequate.
- Developing the river area that surrounds the walk/bike trail between the soccer fields and the rec center.
- I would like to see students be required to have more hours toward true education and opportunity to do internships within the city, and less hours in mentor class period. That is a waste of time. Also to start school at 8:30 and end at 4:00.
- The high school absolutely without a doubt needs an Olympic pool. We have a large number of students who participate in the sport, yet they do not have adequate opportunity to practice starts. In addition, North Platte is unable to host swim meets due to the lack of a pool facility at the school.
- enlarge recreation programs increase teacher student ratio

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- Expand and remodel the rec center.
Find a new location for the library - see Fort Collins model. Business on street level, each library dept. could have a separate floor. I understand that the way that building was built that the floors could sustain the weight of books.
- Fire all of the bureaucrats who waste the taxpayer's money supporting failed projects like the spike tower. And stop trying to deceive the public about such projects. The city gives money to the tower every year, and they don't come close to making even a fraction of that back. It was a stupid idea, thought up by stupid people, and stupidity is driving this community into the ground.
- I firmly believe that recreational opportunities are the key to attracting new business and retaining workers. Park expansion and upgrades (I hate the chain fence around Cody Park lake with all those disgusting geese) similar parks in other states have lakes with attractive walking paths around them. Have a kids train ride around the whole park. Add more city parks. Improve the skate park. Add BMX race track. Add a water park. There are countless things we could do.
- I think there needs to be some type of activities for teenagers. They are too old to hang out on the playground equipment and too young to go hang out at the bars. I believe if there was something for them to do they wouldn't be into a lot of trouble.
- I think we need a more "water park" type atmosphere at Cody Park. I'd like us to have more interactive tourist events, not just "displays" or "buildings you tour."
- I think we need a more "water park" type atmosphere at Cody Park. I'd like us to have more interactive tourist events, not just "displays" or "buildings you tour."
- I would like to see expansion of the Silver Sneakers program: more variety of classes and personal counselor/trainer to give some guidance.
- I would like to see the library allow neighboring counties to check out books; even to be able to check out books electronically would be a huge benefit. We don't have enough population in McPherson County to have a library so don't have anywhere to get books except the internet.
- Improve and enlarge the Rex Center, softball fields etc. Maybe consider a large sports complex with gyms and indoor tennis, track and soccer
- Also a new library
- Improve parking availability near the library-extend the 30 minute parking to 1 hour or more. Consider finding an additional way to add dedicated parking to the library location.
- Improve the library building. Surrounding smaller communities have bigger and nice libraries than North Platte.
- Add activities throughout the year that would span across different age groups.
- Improved trail system, more rec options for young people, larger rec center pool, better parking for library and kids museum
- Improvement of recreation center. It really needs updating even if that would mean selling it to the YMCA or another group. Other cities our size have a lot more to offer all ages than we do. It is a real problem.
- Improvements in the school, the School needs to cut cost in the administration and administration salaries. We are a town of only 25,000 people, not a city. Moving 6 graders to Madison, I feel is a waste time and money. The children will not learn any more than they do now. I was raised on the north side and attended Madison and then came over to the south side for high school, and I didn't have any trouble adjusting to the larger school.
- It would be nice to see our Library resemble that in Kearney and what it provides and to place it in a location of ease and access to all. Possibly combining the library and children museum into one.
- Just think the current facilities need to be better repaired and maintained.
- Keep computers running. Often in the past - out of order.
- Keep up what is good now. *Sales Tax and Private fundraising were circled, but no other funding comments were provided.*
- LARGER LIBRARY
- Larger Library, with more study areas, larger Genealogy area, room for computer department to spread out (for client privacy) and to hold classes. Better parking for Library patrons only (no city/county employee parking) Repair drive-through and limited parking area there.
- Larger Rec Center with indoor track and pool water (warmer) and hot tub (cooler). More exercise equipment in one large area for somewhat disabled people and the older generation.
- Library facility

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- Maintenance of current level of excellence.
- More activities for teenagers and senior citizens
- more biking trails, more recreation on south side of town, skate rink - regular and ice, shade/trees at outdoor fields - esp hard to sit in the sun during baseball
- More emphasis on education programs and less on maintaining a golf course. Money for a facility that most of the time is not useable could be better utilized for more programs focusing on youth
- More scholarships and grants need to be provided for college education.
- Much of what we have is fine - Most of what we have could be improved and expanded. It is difficult to afford many of the improvements we could undertake. AND it is way irritating to have home valuations JUMP like many have this year - and yet have government entities tell us how "we didn't raise the tax levy."
- Need a new library with parking. Not downtown where all the bums hang out. Increasing taxes will never go over. Grants, private fundraising or part of the Golden Spike money.
- New library building and expanded collection. Another swimming pool. Expanded hiking and biking trails. Make animal areas at Cody Park more attractive. Continue to expand the plantings around town which do delight the eye and make a good impression on visitors.
- new library
- update skate park
- larger trail system
- New Rec Center
- Nice to have both indoor and outdoor pool facilities. Wish outdoor had waterpark area. Rec center offers good variety of classes and staff helpful. We have computer access at home so do not use library. Don't know how kids from families w/o updated computers.
- Not anything big that will take 5 years to complete. If anything more animals at Cody park and being able to see them better and better taken care of. Brushed and groomed.
- Offer more hands on programs for children ages 7 to 14.. programs offered are good but need more variety not focus just on baseball and softball
- Our city recreational facility is in great need of updates - from the facility to the equipment - all need improvements.
- Our school system seems to be moving in a positive direction, but that is an area that we can always improve upon. More life skills applications and less testing.
- Our Recreation Center is staffed by caring individuals but the building is old and the pool is not Olympic size. It is difficult for the h.s. students to practice. At one time a YMCA was considered but dismissed. I don't pretend to know all the problems there are or possible solutions. I have seen recreation centers in towns our size in various areas of the country which seem to offer more programs for all ages.
- PLEASE have on-line service for VALUE LINE. Many times the newest information is not available!
- Rec center needs to think about men's/women locker/shower areas. Need more FAMILY bathrooms to provide a place for people with children. The women's locker room is too small - often have to "fight" for a spot. Is it true men's locker area is 2X bigger than women's? If so, why? I cannot stress the importance of needing several family bathrooms... Tired of 7 yr. old boys in women's locker area w/moms - can't blame parents but its "awkward" to say the least.
- Our Recreation Center is staffed by caring individuals but the building is old and the pool is not Olympic size. It is difficult for the h.s. students to practice. At one time a YMCA was considered but dismissed. I don't pretend to know all the problems there are or possible solutions. I have seen recreation centers in towns our size in various areas of the country which seem to offer more programs for all ages.
- skate park more for kid
- Take over the girls' softball program so it is run fairly and honestly. Add a waterpark or some other "destination" kind of attraction to bring people in to shop, visit, etc.
- The city needs to improve drastically upon the library in the way of a new structure. The parking lot in front of the building is in need of immediate improvement before somebody falls and there is a lawsuit. The overall outside appearance of the library at the entrance is NOT good. More programs for adults and children need to be added and maintained.
- The city should purchase the Pawnee Hotel and make it the new library. The building can be restored... ballrooms and the like can be rented out for wedding receptions and city groups to meet in. This will provide funding for the

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library that will not be tax dependent. I think the community would rally around fundraising and donating to make this happen.

- This town also just needs to get more progressive. This community could be so wonderful if people would open up to change.
- The city should purchase the Pawnee Hotel and make it the new library. The building can be restored... ballrooms and the like can be rented out for wedding receptions and city groups to meet in. This will provide funding for the library that will not be tax dependent. I think the community would rally around fundraising and donating to make this happen.
- This town also just needs to get more progressive. This community could be so wonderful if people would open up to change.
- The equipment at the Rec center equipment is very poor. They need new treadmills and ellipticals and the weight room is tiny/outdated. I quit going there because I didn't like the fact that I had to spray static guard on the machines before use (there is a sign saying you have to) the belts on the treadmills are worn down. I like to go swimming but the pool doesn't have an adult section. The Locker rooms lack privacy completely they need to be redone.
- The rec center is long overdue for a renovation! Some of the equipment has been in there for as long as I can remember!
- Update the rec center, specifically the swimming pool. The lighting is poor and the facility is outdated.
- Updated facility - larger complex. New Larger Swimming pool - Olympic size for meets. New Weight Room with new equipment, larger room for spin class
- updated rec center with more modern equipment and upgraded facilities and more classes
- keep making improvements at the library and continue to keep it operating. Computers need to be more up to date and offer more access to online programming and educational opportunities
- Continue improvement and development of the park systems, especially Cody and Memorial Park. The parks with tennis courts and ballfields can generate funds by hosting more tournaments, but the parks without such facilities need more assistance.
- Upgrade library facilities.
- Water park and ice rink
- Waterpark, Better Skate Park, Community Center for Teens, Better Rides at Cody Park, improve Cody Pool, Skating rink, arcade, mini-golf, playground equipment @ parks, new building for library, Sales/Special Taxes or fundraising
- We need a new rec center...especially with the amount of interest the Platte River Fitness Series generates.
- We need educational access at Senior Center - and not just retirement, SS - We know we are elderly. We need language history, Wife, Speech i.e. MPCC classes AT Senior Center. There are 100 people there on any given week day! Use It - Bring Education to Us!

12b. How should the City of North Platte pay for such improvements (property tax, sales, tax, special tax, private fundraising, other)?

Comments:

- Probably all of the above. Grant writing, private fundraising, user fees, special tax (restaurant tax), property tax (with the recent valuation increases, there should be money to earmark for these improvements). If some of these improvements were made, North Platte (being centrally located between many urban areas - Lincoln/Omaha, Kansas City, Denver, Cheyenne, Rapid City - could attract large regional tournaments, which would refill our coffers
- It may be time to say goodbye to the Iron Eagle Golf Course, even with all of the ramifications of doing this. There are too many holes of golf in the North Platte area, and this municipal course causes the other courses to suffer, in addition to being a drain on the city funds.
- A combination of private fundraising and sales tax.
- All of the above. If the City got creative in both preservation and design - I don't mind paying more tax.
- All would probably be necessary
- Any type of tax to build the facility
- bonds, private fundraising
- Definitely not property tax. I would like to see more private/city partnerships to gather funds and public input. People would be more apt to support and "buy into" improvements that are not solely paid through taxes. Look at the great park in Kearney that began as a private initiative and is amazing.

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- Divert more of existing budget to improvement of Library, some of the "hotel tax" could be used.
- Don't know
- Funding will most likely have to come from a variety of sources. Both tax and activities/fundraising.
- Fundraising - there are so many giving and generous people in our community.
- fundraising & special tax
- Fundraising would be the best
- grants, private funding
- I don't really care how it would be paid for they just need to build it.
- I feel like fundraising could pay for this. Have swim-a-thons, Spaghetti/Chili/Potato Bar/ Pancake/Roast beef Sandwich feeds, Raffle Tickets for a donated item, ask for donations from local businesses such as Great Plains Health, UP, Alive outside, other gyms, but don't forget the little guy! Do a haunted Cody Park, Christmas decoration contests with entry fees, Have a raffle to rent out the swimming pool area for a day or a free years pass. Box tops? Phone A Thons.
- I frankly don't know how we can afford some of the things we need. Perhaps a "user fee" increase. Seems to me with the valuations JUMP that occurred this year we should have improved our ability to pay for the "improvements" in City services and facilities.
- I would like us to use private fundraising plus city tax revenues.
- I would say any or all of the above.
- If we just bulldozed the damn spike tower we would be half a million dollars richer each year. We could also stop discouraging companies like Google from coming here to do business. I still can't fathom the depth of stupidity that led our city leadership to turn them away. Of course, they weren't the only business that has been turned away. They are just the only top ten worldwide tech company that has been turned away. We are such a dusty band of county-bumpkins, and Kearney and Grand Island are laughing at our ignorance all the way to the bank.
- Maybe sales tax to help North Platte with paving new streets that are in serious need. They are very XXX (can't make out the letters)
- My first thought would be fundraising. I don't believe it should be any tax as our property tax is high already.
- New Library - private funding
- New Pools - special tax, fundraising, grants
- New Park - IDK
- Newburn fund.
- Not sure; maybe we could pay a small annual fee to have the access.
- Private funding, sales tax to pay for all!
- Private funding/sales tax
- PRIVATE FUNDRAISING
- private fundraising
- private fundraising
- Private fundraising -- grants The taxes in North Platte too high now.
- Private fundraising and sales tax could help.
- private fundraising, special tax
- Private fundraising.
- Probably a sales tax and/or private fundraising. I would still like to see the city look at selling it to an outside group to manage rather than more taxes.
- property and sales tax, private fundraising
- property and sales taxes and private fundraising
- sales tax
- sales tax
- sales tax
- Sales tax
- Sales tax
- Sales tax & private fundraising & gambling funds
- sales tax or specialty tax, could charge fee for use

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- sales tax private fundraising
- *Sales tax was circled*
- special tax, bonds
- Special tax. Even if some people don't use it, even though they should, it is a key contributor to the overall health of this community.
- tax
- Taxes are already out of control. We just need to better use the money that is already coming in. If we could get away from the "buddy system" in this town's government practices the money would go further. We need to stop picking our friends for everything and start choosing the best candidate.
- Taxes of some sort combined with private fundraising
- The first one should be covered by the fees paid by teams. The second suggestion could be paid by revenue bonds or a private / public partnership.
- The inheritance tax.
- There are several areas of North Platte which need encouragement including our down town. The Rec Center is very important but an increase in our already high property tax isn't the answer. The choices listed would have to be discussed by the city council and then publicized in a positive way. There are many needs and wants that need to be addressed to convince our local residents that North Platte is a good city, where we offer entertainment, educational opportunities, housing, and cultural activities. Most of our population is positive, generous, and helpful. Their voices & actions need to be recognized.
- There shouldn't be a need to use taxes to improve Silver Sneakers as it is paid for through by insurance companies.
- We don't need our property taxes raised any more than they already have for stupid improvements.
- we pay enough taxes to have this included as a service to the public
- Wouldn't like Property Tax increase - fund with Newberry Funds or Fundraising

13a. Is there anything else you would like to add or suggest regarding the North Platte Recreational & Educational Needs and Services? Additional space provided, if necessary.

Comments:

- 1. I come from a small town that was once like North Platte - backwards and dumpy. One day, a visionary group wrested power (democratically) from those who had upheld the status quo for decades. In a mere 10 years, the town was transformed from a dusty trash heap into the most desirable town for living and visiting. Standards of living rose, job opportunities exploded and small businesses flourished. If we don't do something soon, we are bound to become the next Cozad. A run-down, dilapidated town scattered around the remains of the failed businesses and industries that could no longer justify staying here. 2. Most people will say that the railroad will always make sure that this town is successful. Make no mistake. The railroad does not care about this town or the people in it. Ask any railroad employee. We make no difference to them. Even after we have constructed the spike tower and created Railfest, the railroad does not contribute anything more than mediocre jobs to this community. The railroad is part of the status quo, and therefore they are part of the problem.
- 1. It is well beyond time to COMPLETE a bike/walking trail that is isolated and safe from traffic all the way from Centennial Park-Buffalo Bill Ave area to the State Farm, and along the canal and back to North Campus NPCC and to Centennial. Realistically, something should be done to partner with the County and get South Buffalo to the Lake and West State Farm Rd to Buffalo widened. 2. The demand for print materials has declined - the demand for online technology grown exponentially. Certainly that is a challenge for the Library in particular. I don't believe a new facility would resolve that-but space considerations are an issue.
- 1. Move the library to Hotel Pawnee. Set aside areas in the building for special events which would help the library to be self-funding. Draw upon its historical heritage to attract people and events to the facility. 2. Parking at the current library is dismal. For the short-term, put in a crosswalk and crossing signal at the corner of 4th and Vine for safety. 3. The summer reading program is "nice" but lacks energy. It is a nationwide program that some libraries have used to spur some fun activities and engaged people of all ages. Some have done it with the help of community businesses and organizations--no need to tax the public coffers. 4. Why do book fines go to the city? They should go to buying or replacing books at the library.
- 1. The Lincoln County Historical Museum provides historical collections vital to North Platte as well as all of Lincoln County. Several years ago, the County defunded the Museum, and it has been struggling along ever since. While I

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believe the County should reinstate funding for this incredibly important entity, perhaps the City could explore investment here as well. 2. While it doesn't necessarily fall under the scope of this survey, much more could be done to revitalize downtown North Platte (and make it a mecca for arts/cultural education/entertainment and recreation. Follow the lead of Hastings, Nebraska. Encourage owners (like those of the Blakely building) to restore their buildings. Create a streamlined process to help owners develop the upper floors. Get active in helping to facilitate the sale/rehabilitation of the Pawnee Hotel. Work on the restoration of the Paramount. More actively support the Prairie Arts Center. Get active in the development of the Masonic Temple (talk about an untapped resource!). Hire more staff in the Development Department. Explore how other towns of similar size revitalize their downtowns. Work with Noddle in recruiting a store to fill Alco. Create an Entertainment District.

- A think a few college teachers like four need to be more honest than preppy-ier.
- Animals at Cody Park - a contingency plan to remove them to safety IF flooding. (Pens now are pools of water) or another fire, etc. Also, more alfalfa for burros, alpaca, elk, deer, etc.! Maybe some farmers could donate good alfalfa!!
- Can do homework @ home as much now web based
- Centralization! Many good, welcome programs are scattered throughout the city! RSVP & Sr. Center vs rec center! Access, Transportation
- Comprehensive downtown renovation. Use the 'outdoor' Mall ideas as seen in Omaha and Lincoln - or Kearney's development. Get rid of those UGLY canopies which prevent businesses from being seen by customers. Tiles are gone from building facades - streets are shot.
- Consider something different regarding the wildlife at Cody Park, eg. The types and how they are housed & fed, etc.
- I really like our library and I like the staff there
- I think the Rec center is due for expansion and improvement. When they eventually sell the land south of the hospital, the parking situation for soccer is going to be horrendous. Need to redo the tennis courts by the baseball fields. Athletic tournaments bring in big bucks and we are in a good location to attract from several states. Overland Park KS did an amazing soccer complex and hosts tons of tournaments. Also need to quit overlooking the Historical Museum and make it more interactive. Love the Deanna Rose farmstead in Overland Park that combines historical buildings with fishing with a string and bamboo pole, feeding baby goats by bottle, horse riding, etc. My grandkids have no interest in going to our historical museum, but love Deanna Rose! Look at other towns and expand on their ideas. There are tons of things that can and need to be done.
- I would love to see the parks all have restroom upgrades.
- Keep increasing funding to the public library. I love their Nebraska Overdrive, Brown Bag Lunches and wonderful Staff. Keep supporting the Rec Center. It is a great service with nice staff. I enjoy the Adult Education classes at MPCC.
- New & Bigger Library
- North Platte has spent a lot of tax money on things that only affect a small group. Funding education and parks and recreation is something that would impact the whole community in a positive way.
- North Platte is a great place to live and work. Even though I live in McPherson County, I work in NP 5 days a week and utilize many of the offerings.
- Our students are behind academically. There is no reason for this. Seniors are able to go to school for only a half day instead of taking additional required courses that would prepare them for higher education.
- The hoof stock at Cody Park needs to have better quality of feed and room to move. The new fencing around the llama's has made the pen size that much smaller
- We need to continue to provide recreational facilities if you want N.P. to grow - in this day and age who moves to a city with "nothing to do"? As far as education - let's get an administrative staff/central office that cares about treating students, teachers with respect. We don't need more superintendents that move here to build their resumes!

**APPENDIX C: SAMPLE PAPER SURVEY
(ALSO FORMATTED AS AN ONLINE FORM)**

North Platte Education & Recreation Survey

This information will be used for strategic planning purposes for the North Platte Public Library.
If you have any questions regarding this survey, please contact: Cecelia Lawrence, Library Director 308-535-8036
X3321.

An electronic copy of this survey may be filled out and submitted online at: www.npplfoundation.org/librarysurvey

PLEASE PLACE AN "X" OR CHECKMARK IN THE BOX THAT BEST FITS YOUR RESPONSE.

1. How would you rate the Overall Quality of the Education & Recreational Services in the North Platte area based on your experience?

COMMUNITY AREA	EXCELLENT	GOOD	FAIR	POOR	DON'T KNOW DON'T USE
Community Parks (excluding Cody Park)					
Cody Park					
North Platte Recreation Center					
Library Service					
Pre-schools					
Elementary Schools					
Middle Schools					
High School					
Mid-Plains Community College					
Other (Please State):					

2. Do you have access to the Internet? If yes, please answer question #3, if not, please skip to question #4.

	YES	NO
Internet Accessibility		

3. How do you access the Internet? Please check all that pertain to you:

	YES	NO
Home computer		
Work computer		
Computer at the Library		
Cell phone		
Friend's house		
Tablet/e-reader		
Other:		

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4. When thinking about the future of North Platte: Is a strong educational system important to you?

VERY	SOMEWHAT	NOT MUCH	NOT AT ALL	DON'T KNOW

5. Do you think of a Public Library as a part of the Educational System?

YES	NO	DON'T KNOW
If not, why?		

6. Do you use the City's website to find out about library, recreation or educational information?

YES	NO	DON'T KNOW
Where do you go on the Internet to find this information?		

7. How would you rate the Overall Quality of each of the following RECREATION SERVICES?

COMMUNITY AREA	EXCELLENT	GOOD	FAIR	POOR	DON'T KNOW DON'T USE
North Platte Recreation Center Classes only					
North Platte Recreation Center Indoor Pool only					
North Platte Recreation Center Equipment only					
North Platte Recreation Center Shower/Restrooms only					
North Platte Recreation Center overall Facility					
North Platte Recreation Center Staff					
Skate Park					
Athletic Competition Events – Such as the Platte Valley Fitness Series					
Baseball Fields – Bill Wood Field					
Softball Fields – Dowhower Softball Complex					
Track Facility at NPHS					
Tennis Courts – Memorial Park					
Tennis Courts – Centennial Park					
Cody Swimming Pool only (outdoor)					
Cody Park					
Soccer Fields					
Golf Courses (including private and public courses)					
Bike Trails					
Other Gym Service businesses (private, not city-owned)					
Other:					

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8. How would you rate each of the following Recreation Facilities & Services in CODY PARK?

CODY PARK SERVICES	EXCELLENT	GOOD	FAIR	POOR	DON'T KNOW DON'T USE
Parking Availability					
Picnic Areas					
Covered Picnic Shelter					
Playground Equipment					
Swimming Pool					
Animals					
Snack Shack					
Public Art					
Cody Park Rides					
Tennis Courts – Cody Park only					
Park Employees (friendliness, helpfulness, etc.)					
Train Museum					
Camping Grounds					
Restrooms					
Horseshoe Pits					
Baseball/Softball Fields					
Other (Please State)					

9. How would you rate each of the following services at the NORTH PLATTE PUBLIC LIBRARY?

LIBRARY SERVICES	EXCELLENT	GOOD	FAIR	POOR	DON'T KNOW DON'T USE
Library building facility					
Parking availability					
Library Collections (Books, music, DVD, etc.)					
Literacy Programming (Story-time, Wee Read, etc.)					
Information and Reference Services					
Technology Learning Center (Computer services, Internet access and/or Software)					
Young Adult Area and Teen Café					
Computer Classes					
Wi-Fi Services					
Library Staff (knowledge, friendliness, helpfulness, etc.)					

North Platte Public Library Strategic Plan 2016-2018

Art, Literacy, & Cultural Programming (Brown Bag Luncheon Series)					
Online Services (research databases)					
Facebook page					
Meeting Room					
Restroom					
Genealogy Area					
Printing / Copying Services					
ADA Computer and software					
Fax Services					
Study Space – Availability of open tables					
Other:					

10. Please answer **only** if you or a family member has attended the North Platte Public or Parochial School System.

If your family has not attended any school system, please skip to Question #11.

How would you rate the **NORTH PLATTE SCHOOL SYSTEM?**

Please circle which School system you are rating: Public School System OR Parochial School System (circle one)?

EDUCATION SERVICES	EXCELLENT	GOOD	FAIR	POOR	DON'T KNOW DON'T USE
School building facilities					
Curriculum (adequately preparing your child for higher education or employment)					
Safety of children					
Website Ease of Use and Information					
School Administration					
School Board					
School Library					
School Teachers & Staff (support, knowledge, helpfulness, etc.)					
Other (Please State)					

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11. Please answer **only** if you or a family member has attended Mid-Plains Community College. If you have not attended MPCC please skip to Question #12.

How would you rate **MID-PLAINS COMMUNITY COLLEGE** overall?

EDUCATION SERVICES	EXCELLENT	GOOD	FAIR	POOR	DON'T KNOW
College building facilities					
Curriculum & Course availability to support your major					
Safety on campus					
Website Ease of Use and Information					
College Administration					
Campus Housing					
College Board					
Learning Resource Center / Library support of Courses offered					
College Instructors & Staff (knowledge, support, etc.)					
Tuition Cost					
Financial Aid Information					
Other (Please State)					

12. In thinking about the Recreational and Educational needs of North Platte, what improvements would you suggest that the City of North Platte consider undertaking over the next 5-10 years? AND, How should the City of North Platte pay for such improvements (property tax, sales tax, special tax, private fundraising, other)?

[Space for Answer Removed]

13. Is there anything else you would like to add or suggest regarding the North Platte Recreational & Educational Needs and Services? Please feel free to attach additional sheets, if necessary.

[Space for Answer Removed]

THANK YOU FOR YOUR INPUT!

SURVEY MUST BE POSTMARKED OR RETURNED TO LIBRARY BY JUNE 30, 2015.

MAIL SURVEY BACK TO: North Platte Public Library, Attn: Library Survey, 120 W 4th St, North Platte NE 69101

Or complete this survey online at: www.npplfoundation.org/librarysurvey

APPENDIX D: FACILITATOR GUIDE

Scope and purpose of this survey

The results of this survey are intended to be used for the North Platte Public Library's Strategic Plan. A completed Strategic Plan counts towards the North Platte Public Library's State of Nebraska Certification Process.

When thinking about a public library in the 21st century, it is a cross between recreational usage and educational usage; hence the creation of a survey focused on the education and recreation areas of North Platte.

If requested, results will be shared with related education and recreation departments and organizations; however, this survey was created and designed to be solely utilized as a part of the North Platte Public Library's strategic planning process.

For more information on the Public Library Accreditation process, please go to:

<http://nlc.nebraska.gov/libaccred/planning.aspx>

***SURVEY MUST BE POSTMARKED
OR RETURNED TO LIBRARY
BY JUNE 30, 2015***

MAIL SURVEYS TO: North Platte Public Library,
Attn: Library Survey, 120 W 4th St,
North Platte NE 69101

Surveys are also available online.



North Platte Public Library
120 W 4th Street
North Platte NE 69101

Tel: 308-535-8036
Fax: 308-535-8306

www.ci.north-platte.ne.us/library

Mission Statement

The North Platte Public Library exists to ensure access to the accumulated knowledge of the world. This enables individuals to pursue personal enrichment and take informed action.

Created October 27, 2005. Last Reviewed October 2014.

2015 Library Survey of Education and Recreation Services in North Platte *Facilitator Guide*



North Platte Public Library
Cecelia Lawrence, Library Director
Tel: 308-535-8036 X 3321 OR
Cell/Text: 308-520-3927

An Online version of the
Education & Recreation Survey
may be located at:
www.nppfoundation.org/librarysurvey

Survey—Page 1

Q1. How would you rate the Overall Quality of the Education & Recreational Services in the North Platte area based on your experience?

Please go through the areas listed and rate each area as Excellent, Good, Fair, Poor or Don't Know/Don't Use, by placing an "x" or checkmark in the appropriate category. The user's rating should be based on their *overall experience* in these broad categories.

Q2. Do you have access to the Internet? If yes, please answer question #3, if not, please skip to question #4.

Q2 is about Internet Access and does not mean Internet Use. You may have access to the Internet and not use it, so the answer to this question would be yes. Internet access does not mean just at home, it means access to the Internet from anywhere.

Q3. How do you access the Internet?

If an individual uses their own device with wifi in the library, please mark "Computer at Library", if they are using wifi in a hotel or restaurant, list under other.

Q4. How important is a strong educational system to you in the future for North Platte?

This question is intended to determine if education is important to the future of North Platte.

Q5. Do you think of a Public Library as part of the education system?

Traditionally the public library's role in the community has been as part of the education system. Our services are changing and we want to see how the community views the public library. And if not, please elaborate.

Q6. Do you use the City's website to find out about library, recreation or educational information?

This goal of this question is to find out if the City's website is being utilized.

Survey—Page 2

Q7. How would you rate the Overall Quality of each of the following RECREATION SERVICES?

The user's rating should be based on their *overall experience* in these broad recreational categories. Please feel free to add any services not listed in the "other" category at the end of the list under this question.



Q8. How would you rate each of the following Recreation Facilities & Services in CODY PARK?

This question focuses on the quality of amenities, staff, and services for Cody Park.

Survey—Page 3

Q9. How would you rate each of the following Services at the NORTH PLATTE PUBLIC LIBRARY?

This question focuses on the quality of facility, staff, and services of the North Platte Public Library.

Q10. How would you rate the NORTH PLATTE SCHOOL SYSTEM

Please be sure to circle which school system is being rated: public or parochial. Homeschoolers should check "Don't Know Don't Use." This set of questions should ONLY be rated if the user or user's family HAS attended public or private schools in North Platte. Do not rate schools outside the North Platte Community.

Survey—Page 4

Q11. How would you rate Mid-Plains Community College?

This question should ONLY be rated if the user or user's family HAS attended Mid-Plains Community College in North Platte—either campus; or any affiliated college or university where classes utilize MPCC on campus or online (such as Bellevue University, Chadron State College, UPRR, etc.)

Q12. In thinking about the Recreational and Educational needs of North Platte, what improvements would you suggest that the City of North Platte consider undertaking over the next 5-10 years? AND, How should the City of North Platte pay for such improvements (property tax, sales tax, special tax, grants, private fundraising, other)?

Discussion prompts include: Recreation Center; Water Parks; Swimming pools; Parks; Library; Skate Park; Trails & Paths; Schools, etc. Let the participant indicate the extent to which the improvement should be made. Some people may feel that nothing needs to be improved, if so please state that preference on the form.

If suggestions for improvements are made, please have participants indicate how they would fund these projects. Typical funding measures are: sales tax; property tax; special interest tax; grants; private donations; fundraisers, etc.

Q13. Is there anything else you would like to add or suggest regarding North Platte Recreational & Educational Needs and Services?

Please add any other discussion points raised during your session.

NOTES – INTENTIONALLY BLANK