

Annual Report FY2010-2011



Presented at the January 31, 2012 City Council Workshop
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Annual Report FY2010 – 2011 includes:

- Message from Shaun Carey, City Manager
 - Sustainable Sparks Services Initiative
- Message from Mayor Geno Martini
 - Year of Fundamental Change





Annual Report FY2010 – 2011 includes:

- Sparks' Mayor and City Council
- Sparks' Elected Judicial Officials
- Sparks' Senior Staff
- City Commissions & Committees
- City of Sparks' Vision and Mission
- Sparks' Strategic Goals
- Sparks' Core Values



Annual Report FY2010 – 2011 includes:

- City Financial Information
 - Annual Results & Expectations;
Revenues; Expenses
- Public Attitude Survey
- Internal Services Survey
- City Departments
 - Information
 - Accomplishments





Public Attitude Survey 2011

- Phone Survey
- Conducted between November 29th and December 14th, 2011
- Made 6,368 phone calls
- Gathered 503 responses
- 7.9% response rate
- 95% confidence level (4.4 confidence interval)



Public Attitude Survey 2011

Citizen Concern - % Large/Medium Problem Rating				
		2009	2010	2011
1	Housing Market/Foreclosures	84.9	91.1	94.1
2	Unemployment	87.5	91.2	93.8
3	Graffiti	65.8	65.4	81.2
4	City Budget/Reduction in Services	73.1	75.3	77.3
5	Education/Schools	65.6	70.7	76.2
6	Gang Activity	n/a	n/a	76.1
7	Traffic Congestion	67.8	66.1	59.0
8	Growth	61.8	54.5	49.8
9	Taxes	42.6	42.3	48.9
10	Neighborhood Appearance	30.6	36.4	47.1
11	Fire Services	35.1*	37.4*	46.1
12	Police Services	35.1*	37.4*	40.3
13	Flooding	30.6	35.9	29.4
*Previous years asked about "Public Safety"				



Public Attitude Survey 2011





Public Attitude Survey 2011





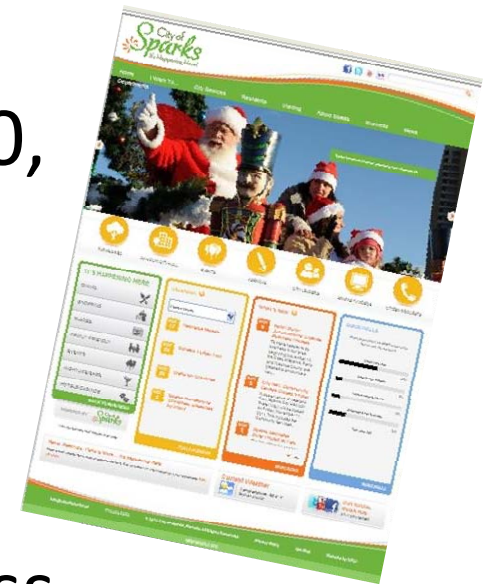
Public Attitude Survey 2011

Miscellaneous Questions of Interest

	2007		2008		2009		2010		2011	
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Would you support having one consolidated government for all of Reno, Sparks and Washoe County?	19%	81%	24%	76%	26%	74%	33%	67%	26%	74%
Are sustainability, green technology, and environmental issues important to you?	n/a	n/a	n/a	n/a	78%	22%	83%	17%	80%	20%

Public Attitude Survey 2011

- Citizen Concerns: Graffiti had the most significant change from 2010, a 15.8% increase
- 15% less are watching Sparks' Government Channel
- 3.4% more are conducting business with the City of Sparks using the internet





Public Attitude Survey 2011

- Parks and Recreation ratings have declined
 - A new question regarding special events showed 86% of citizens would rate them as good/excellent
- Transportation
 - Good/excellent rating of availability of public transportation and bicycle lanes declined
 - Availability of pedestrian walkways increased



Internal Services Survey 2011

- Employee Survey in September 2011
- 23.3 response rate
- Included Facilities Management, Fleet Maintenance, Human Resources, Benefits, Risk Management, Accounting, Purchasing, Information Technology, Geographic Technology and Employee Morale



Internal Services Survey 2011

- Although quality and timeliness of service declined in several areas, employees are complimentary and understand the challenges created by resource reductions



Internal Services Survey 2011

- Satisfaction with training saw the largest decline since the last survey in 2009 (down 24%)
- A Learning and Development fund was established in July, 2011
 - 90% of the fund has been utilized
 - 250 learning opportunities



www.cityofsparks.us

- The Annual Report for FY 2010 -2011 and the 2011 Public Attitude Survey data are posted on the city's internet and intranet sites



Thank You Public Attitude Survey Callers

- The Public Attitude Survey was conducted using a combination of volunteers (98 hours) and temporary staff (126 hours).
- Volunteers included high school students, UNR students, ProNet members, employees, family and repeat volunteers: Kathy Clewett, Cathy Crawford, Jared Espinoza, Sydney Frandsen, Troy Gardner, Barbara Hopkins, Robanesha Johnson, Peter Mazza, Zack McCall, Amanda Mitchell, Mickey Rosal, Patricia Sanchez, Mike Schilling, Roger Slugg, Rob Sredl, Jacob Syverson, and Chris Syverson



Thank You ART

- The Annual Report Team for FY 2010 -2011 included Brian Allen, Jon Ericson, Teresa Gardner, Tom Garrison, Shawna Liles, Adam Mayberry, Heidi Shaw, Andre Stigall, and Wayne Webber



- This concludes the presentation
- Would be happy to answer any questions
- Thank you

