

VISION: Be the city of choice for residents, businesses, and visitors.

MISSION: By establishing financial stability and an effective work environment, the City of Sparks provides a safe environment, economic development, special events, cost-effective sustainable services, and opportunities for citizen involvement.



Mayor Geno Martini

Council members: Julia Ratti, Ward 1; Ed Lawson, Ward 2; Ron Smith, Ward 3; Charlene Bybee, Ward 4; Ron Schmitt, Ward 5

City Attorney Chet Adams; Municipal Judges: Judge Barbara McCarthy; and Judge Jim Spoo;

Steve Driscoll, City Manager; Christine Syverson, Administrative Services Director; Neil Krutz, Deputy City Manager for Community Services; Jeff Cronk, Financial Services Director; Tom Garrison, Fire Chief; Tracy Domingues, Parks & Recreation Director; and Brian Allen, Police Chief.

CORE SERVICES

1. Patrol
 2. Emergency Services
 3. Communications/Dispatch
 4. Detectives
 5. Signal Maintenance
 6. Records
 7. Buildings and Safety
 8. Prevention
 9. Streets Maintenance
 10. Court
 11. Criminal Division
 12. Civil Division
 13. Property and Evidence
 14. Essential Training (SPD)
 15. Essential Training (SFD)
 16. Pavement Management
 17. Parks Maintenance
 18. Facility Maintenance
 19. Advanced Planning
 20. Capital Projects
 21. Community Appearance
 22. Emergency Management
 23. Entitlement Review
 24. Alf Sorensen
 25. Special Events
 26. Larry D. Johnson
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- Cost Recovery Programs
City Administration
Grants

CORE VALUES

We will take the initiative to be positive and proactive in addressing problems, seeking solutions that are results

oriented by:

- Respect*
- Diversity*
- Quality*
- Leadership*
- Teamwork*
- Listening*
- Responsibility*
- Risk-Taking*
- Creativity*
- Innovation*

CUSTOMER SERVICE VALUES:

THE 3 P'S

Interactions will be Polite, Professional and Performed consistent with the city's Strategic Plan.

COMMITMENT

We will meet our commitments to our citizens.

DIVERSITY

We will create an organizational culture that respects and values individual and group differences and encourages the productive potential of every employee.

Strategic Goals and Fiscal Year 2016-2021 Objectives

The Vision and Mission are supported by six Goals: Fiscal Stability, Employee Relations, Infrastructure and Technology, Public Safety, Economic Development and Citizen Engagement.

1) Fiscal Stability: Maintain fiscal policies to ensure a prosperous, sustainable city.

Our FY16/21 Citywide Objectives:

- 1.1 Maintain positive cash balances, in accordance with the city's fiscal policies.
- 1.2 Achieve balanced spending within the General Fund, in accordance with the city's fiscal policies.
- 1.3 Establish a strategy to reduce the City's Other Post Employment Benefit (OPEB) and Heart/Lung/Cancer liabilities being implemented after FY16.
- 1.4 Formulate a comprehensive fee policy and pricing structure, moving towards a cost recovery model.

2) Employee Relations: Provide a successful and efficient work environment.

Our FY 16/21 Citywide Objectives:

- 2.1 Develop an effective process for performance feedback and career support by FY16.
- 2.2 Establish succession planning for key positions allowing for the safekeeping of institutional knowledge addressing information transfer, training and certification needs by FY17.
- 2.3 Develop an interactive information system to support an informal and participative employee population by FY16.

3) Infrastructure and Technology: Manage resources to keep pace with technology, infrastructure and sustainability needs.

Our FY 16/21 Citywide Objectives:

- 3.1 Complete an update of the city's Comprehensive Plan by FY16.
- 3.2 Identify long term wastewater nutrient removal technologies and plan for their implementation in the FY16-21 TMWRF CIP.
- 3.3 By the end of December 2015, determine and prioritize the technology needs, including funding requirements, to present to Council as part of the FY 17 CIP budget process.
- 3.4 Develop a process to prioritize and list assets to be inventoried and measured with a replacement schedule and asset value citywide by June 30, 2016
- 3.5 Maximize the utilization of major Parks and Recreation facilities by planning for citizen demand and smart development by FY21.

Define maximize utilization: Visitor days? Revenues vs expenses? What is smart development: waiting for statement from Tracy D.

4) Public Safety: Promote the safety of our residents, businesses and visitors.

Our FY 16/21 Citywide Objectives:

- 4.1 Continually assess the risks in the City in order to maintain service levels and reduce response times.
- 4.2 Improve safety through prevention activities.
- 4.3 Enhance city resources supporting response and prevention functions.
- 4.4 Support the Truckee River Flood Management Authority's efforts for flood damage reduction and complete the final phase of the North Truckee Drain Relocation Project by FY17.

5) Economic Development: Explore and promote opportunities for economic development and special events.

Our FY 16/21 Citywide Objectives:

- 5.1 Establish Smarter Regions strategic goals and objectives by September 1, 2015.
- 5.2 Plan and develop an events production and staging strategy based on future redevelopment within Victorian Square.
- 5.3 Create an asset preservation fund by FY17.
- 5.4 Promote an environment for the development of commercial and industrial areas by FY17.

6) Citizen Engagement: Encourage our stakeholders to interact with their city government and build strong alliances with other government entities.

Our FY 16/21 Citywide Objectives:

- 6.1 Identify current activity and engage 3 additional key citizen groups to provide input into the Strategic Plan development in partnership with the city by the end of FY16.
- 6.2 Identify and improve customer service standards for how we do business by end of FY16.
- 6.3 Expand citizen education and communication utilizing multiple platforms to include social media by the end of FY 17.