



City Council Workshop
November 16, 2015



Outcomes for Today:

- Confirming/reaffirming the City is headed in the right direction
- Identify the levers the City has to pull to influence the future
- Identify the critical areas of focus where the City needs to be proactive



Discussion Flow:

I. City's Vision

II. 'Levers'

III. Strategic Areas of Focus



City of Sparks Vision

“Be the City of Choice for Residents,
Businesses and Visitors.”



Does the vision well articulate the strategic direction of the City?

All Council Members agreed.

"It has not really changed - being a family oriented city. We still don't want consolidation, shared services yes, consolidation no."

"Good to focus our efforts on being the City of Choice"

**People really respect Sparks and like that we stay out of the drama and out of the headlines"*

"Sparks is so much easier to deal with"

"Voters say that we are "doing our job". We don't spend money that we don't have."



Are we headed in the right direction?

Are we being proactive?

All Council Members agreed.

What levers do we have to pull to influence our future?

Development Policy – Zoning, Comm/Res mix

Infrastructure – Traffic, Fire/police & schools

Financial sustainability – Adhering to budget guidelines?

Environmental sustainability - Water in, water out, alternative energy

Expansion of Rec Facilities- Golden Eagle



'Levers' to direct the future:

Where can/should the City affect change?

Can

Should



Strategic Areas of Focus: Where do we need to focus to achieve our vision?

- **Development Policy**
 - Scope of work is being developed
 - Data research is underway

- **Infrastructure**
 - EPIC Study discussion

- **Financial Sustainability**
 - Focus of the Budget Workshop in Feb.



Strategic Areas of Focus:
**Where do we need to focus to
achieve our vision?**

Environmental Sustainability

- Long-Term Initiatives (Climate Neutrality Commitment)
 - Quantify and Track City's Greenhouse Gases and Carbon Footprint
 - Set Increasing Goals for Reduction of Greenhouse Gases and Carbon Footprint
 - Explore Additional Initiatives to Reduce the City's Greenhouse Gases and Carbon Footprint
 - Develop a Carbon Offset Program
 - Track the Reduction of the City's Greenhouse Gases and Carbon Footprint



Strategic Areas of Focus:
**Where do we need to focus to
achieve our vision?**

Water Sustainability

- Water In – TMWA to provide policies for the region

- Water Out – Effluent Usage
 - Can Effluent be used to recharge the regional aquifer
 - Should a “Purple Pipe System” be built to for non-potable use in future developments (e.g., landscaping)
 - Should Effluent be sold as a “commodity” to customers (e.g., TRI-Center GID/Switch)



Strategic Areas of Focus:
**Where do we need to focus to
achieve our vision?**

Expansion of Recreational Facilities

- Bonding question: Total needs question leads to financing options



Questions?