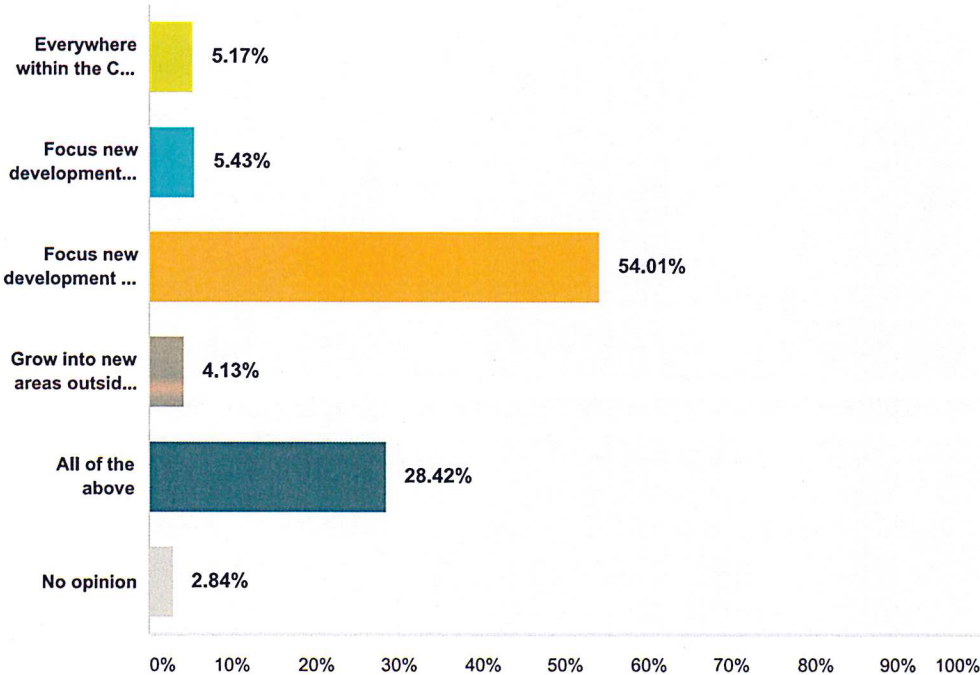


### Q1 How should Sparks grow?

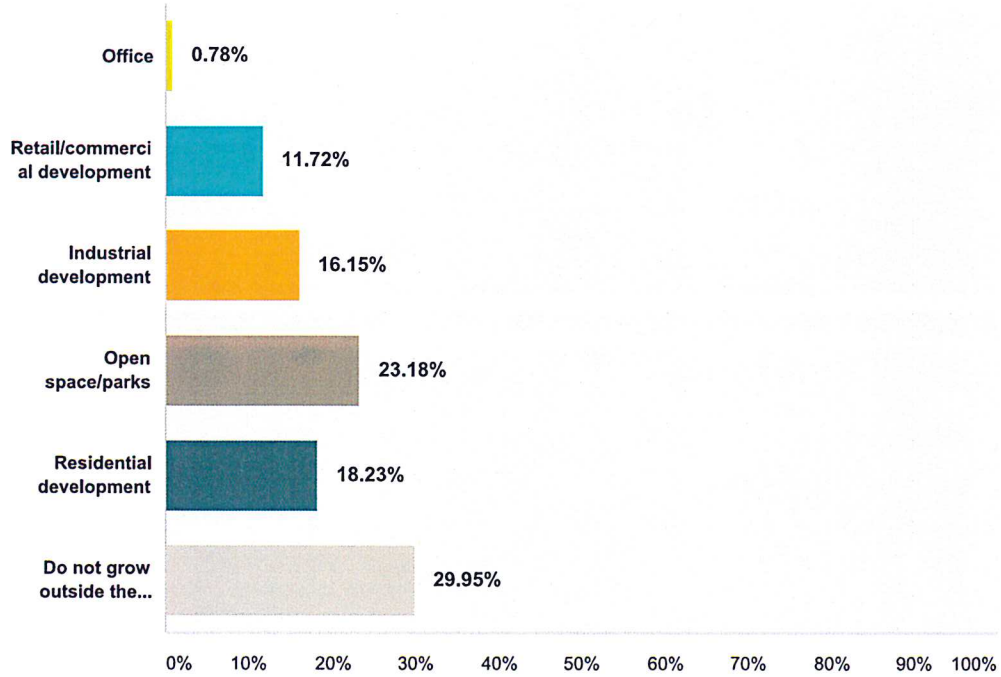
Answered: 387 Skipped: 4



Answer Choices	Responses	
Everywhere within the City limits	5.17%	20
Focus new development along major highways and boulevards (e.g. Pyramid Way, Vista Blvd., Sparks Blvd.)	5.43%	21
Focus new development in existing areas by redeveloping and revitalizing the older part of the City	54.01%	209
Grow into new areas outside City limits	4.13%	16
All of the above	28.42%	110
No opinion	2.84%	11
<b>Total</b>		<b>387</b>

**Q2 If we plan for growth outside the City's current boundaries, should Sparks annex land for:**

Answered: 384 Skipped: 7



Answer Choices	Responses	
Office	0.78%	3
Retail/commercial development	11.72%	45
Industrial development	16.15%	62
Open space/parks	23.18%	89
Residential development	18.23%	70
Do not grow outside the current city limits	29.95%	115
<b>Total</b>		<b>384</b>

**Q3 Select 2 options: In 2030, how would you prefer to (primarily) commute to work?**

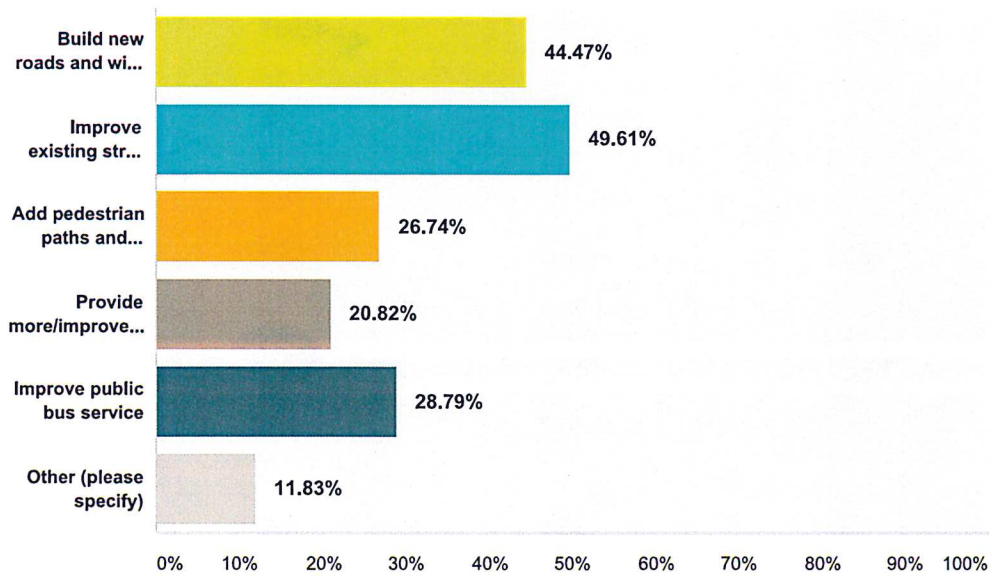
Answered: 387 Skipped: 4



Answer Choices	Responses	Count
Driving my own vehicle	79.07%	306
Ridesharing	13.18%	51
Bus	18.86%	73
Bicycle	19.38%	75
Walk	16.80%	65
<b>Total Respondents: 387</b>		

### Q4 Select 2 options: What transportation issues should be priorities in Sparks?

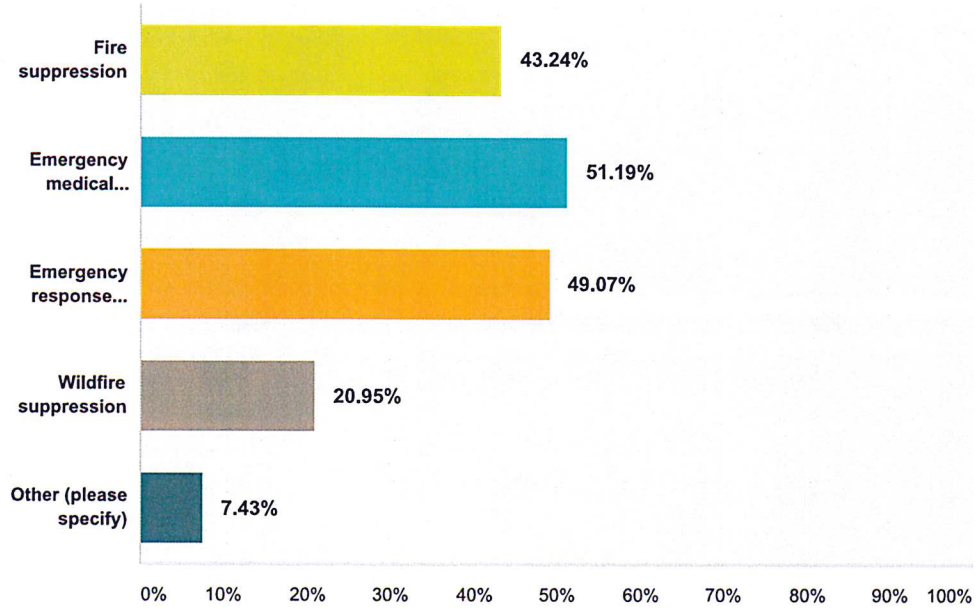
Answered: 389 Skipped: 2



Answer Choices	Responses	Count
Build new roads and widen existing roads	44.47%	173
Improve existing street and road pavement conditions	49.61%	193
Add pedestrian paths and improve existing sidewalks	26.74%	104
Provide more/improve bike lanes	20.82%	81
Improve public bus service	28.79%	112
Other (please specify)	11.83%	46
<b>Total Respondents: 389</b>		

### Q5 Select 2 options: In 2030, what Fire Department emergency services are needed most?

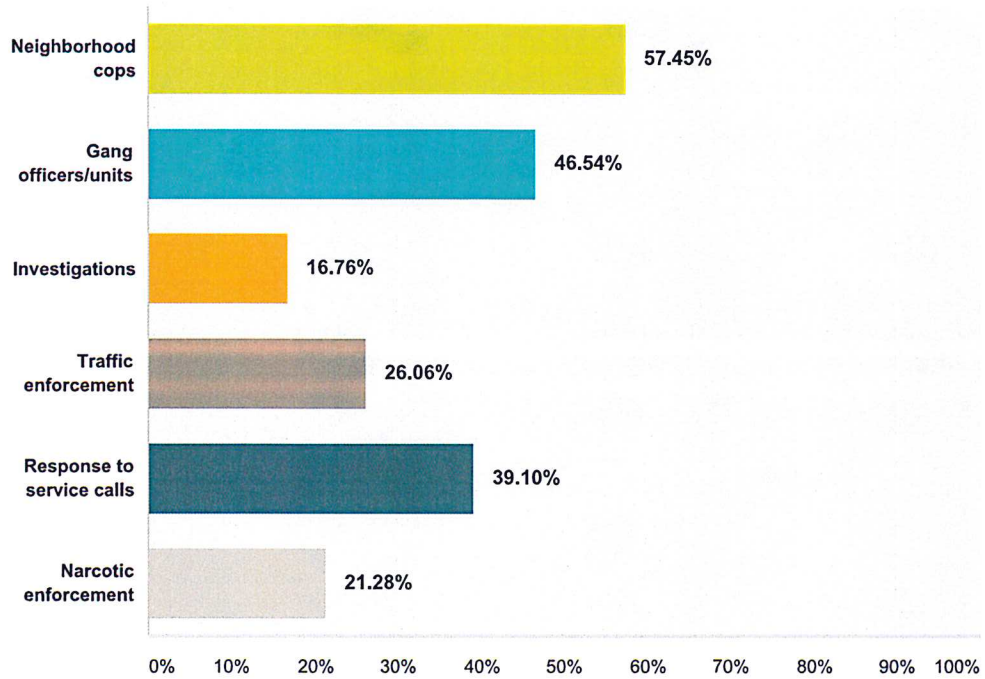
Answered: 377 Skipped: 14



Answer Choices	Responses	
Fire suppression	43.24%	163
Emergency medical services (EMS)	51.19%	193
Emergency response (including rescue, hazardous material spills, vehicle accidents, etc.)	49.07%	185
Wildfire suppression	20.95%	79
Other (please specify)	7.43%	28
<b>Total Respondents: 377</b>		

**Q7 Select 2 options: In 2030, what Police Department services are needed most?**

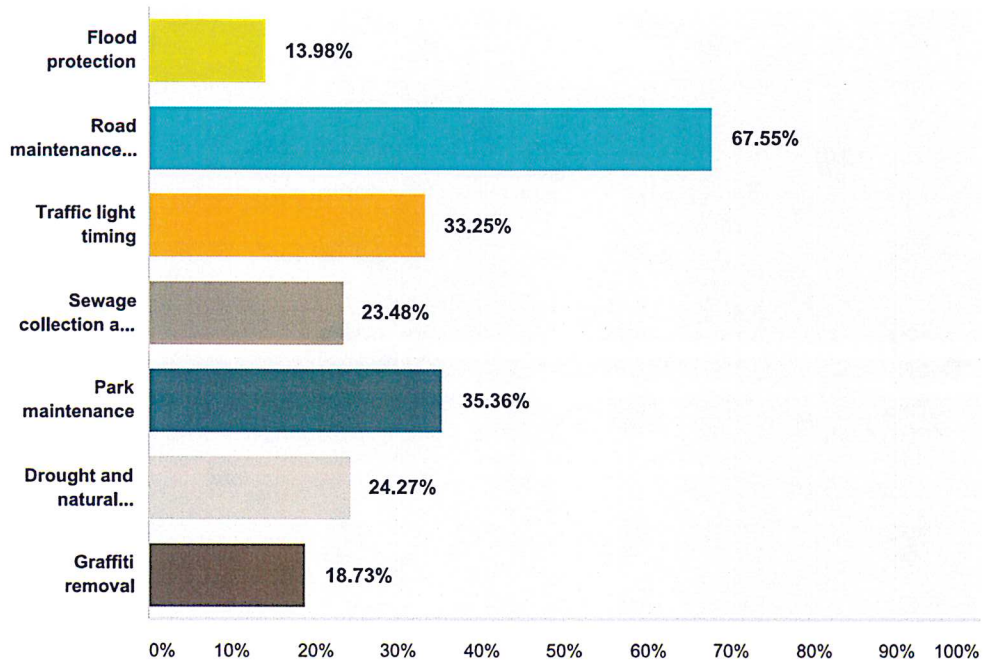
Answered: 376 Skipped: 15



Answer Choices	Responses	
Neighborhood cops	57.45%	216
Gang officers/units	46.54%	175
Investigations	16.76%	63
Traffic enforcement	26.06%	98
Response to service calls	39.10%	147
Narcotic enforcement	21.28%	80
<b>Total Respondents: 376</b>		

**Q9 Select 2 options: In 2030, what should the City prioritize for public works?**

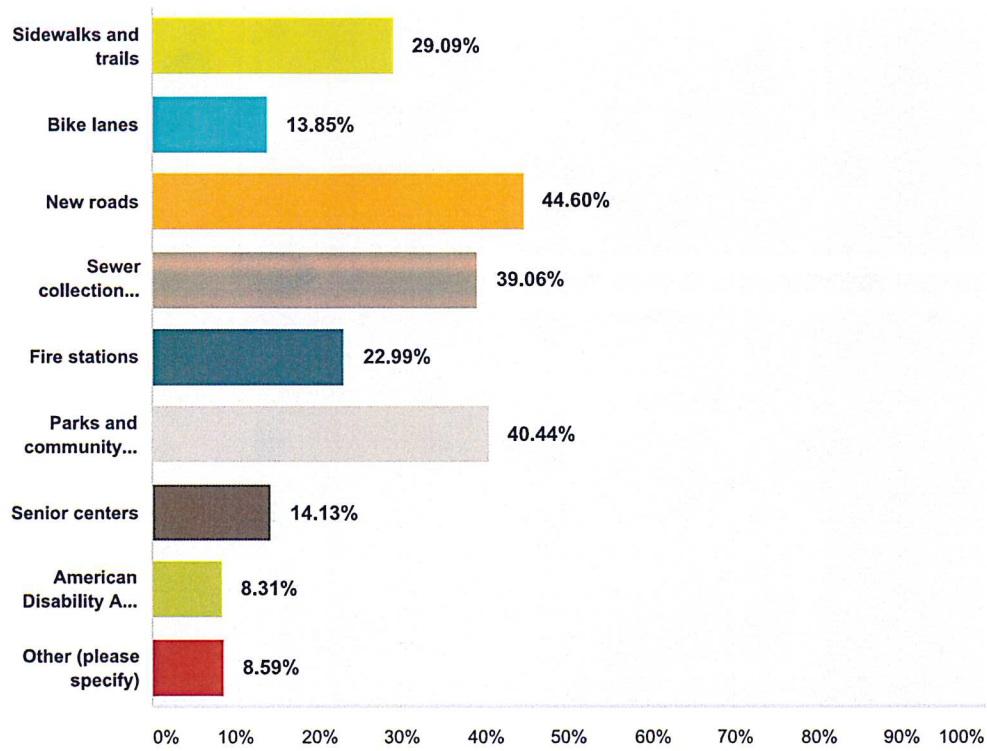
Answered: 379 Skipped: 12



Answer Choices	Responses	
Flood protection	13.98%	53
Road maintenance (paving, striping, sweeping, snow removal, etc.)	67.55%	256
Traffic light timing	33.25%	126
Sewage collection and treatment	23.48%	89
Park maintenance	35.36%	134
Drought and natural disaster preparedness	24.27%	92
Graffiti removal	18.73%	71
<b>Total Respondents: 379</b>		

**Q22 Select 2 options: In 2030, which city UTILITIES AND FACILITIES are most important for Sparks to prioritize when planning for growth?**

Answered: 361 Skipped: 30

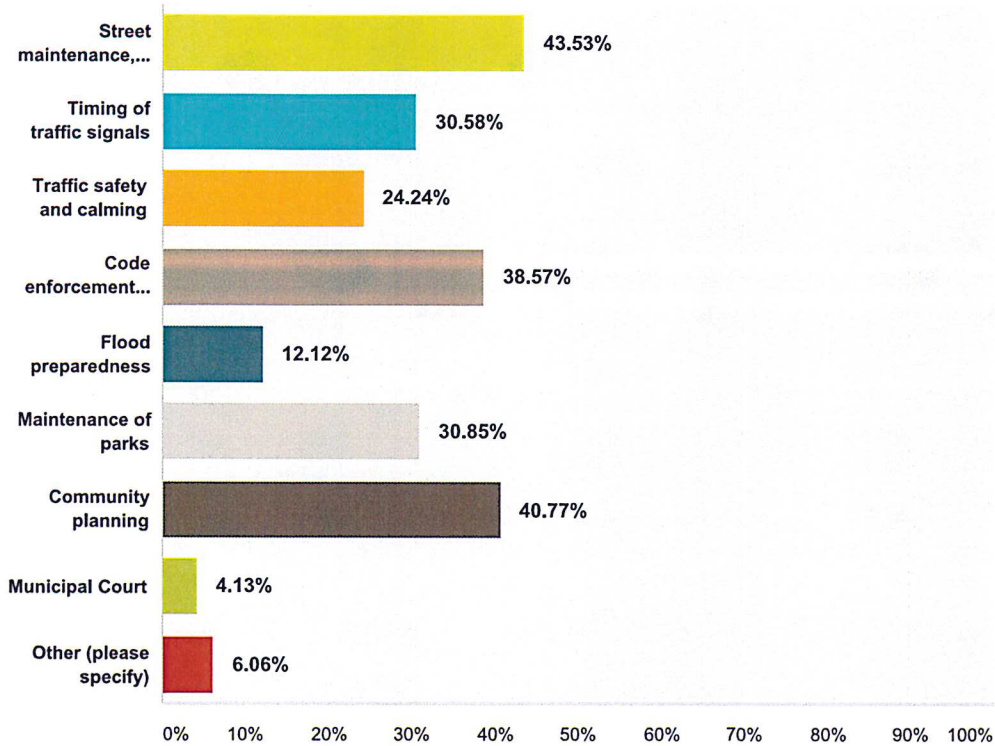


Answer Choices	Responses	
Sidewalks and trails	29.09%	105
Bike lanes	13.85%	50
New roads	44.60%	161
Sewer collection lines and sewer treatment plant	39.06%	141
Fire stations	22.99%	83
Parks and community centers (e.g. Alf Sorensen)	40.44%	146
Senior centers	14.13%	51
American Disability Act (ADA) compliance	8.31%	30
Other (please specify)	8.59%	31
<b>Total Respondents: 361</b>		



**Q23 Select 2 options: In 2030, which SERVICES are most important for the City of Sparks to prioritize when planning for growth?**

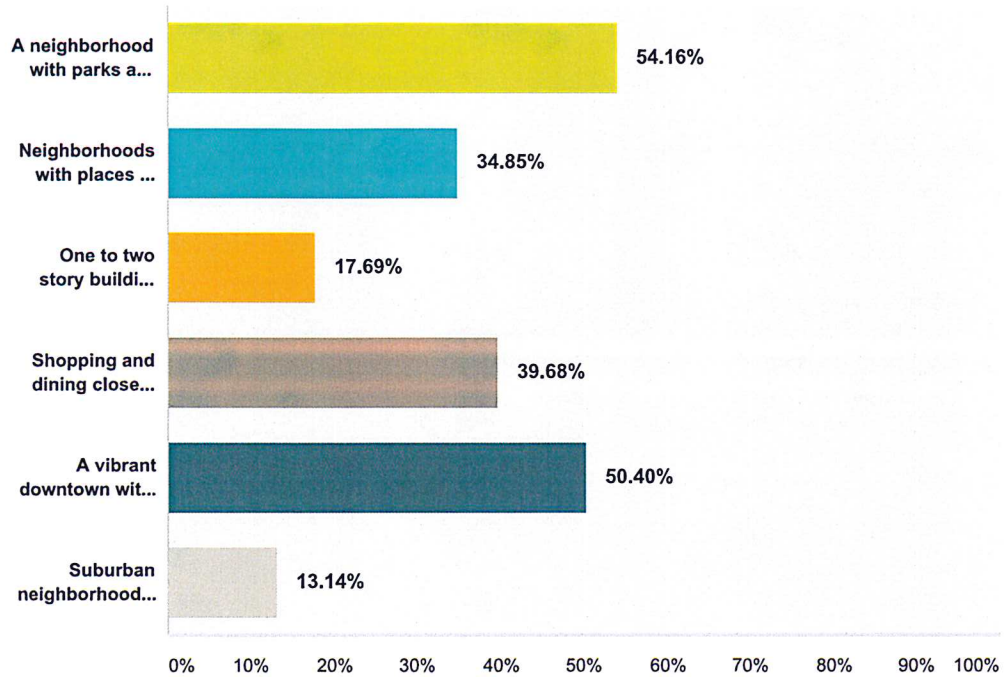
Answered: 363 Skipped: 28



Answer Choices	Responses	
Street maintenance, cleaning and snow removal	43.53%	158
Timing of traffic signals	30.58%	111
Traffic safety and calming	24.24%	88
Code enforcement (e.g. clean yards, graffiti removal)	38.57%	140
Flood preparedness	12.12%	44
Maintenance of parks	30.85%	112
Community planning	40.77%	148
Municipal Court	4.13%	15
Other (please specify)	6.06%	22
<b>Total Respondents: 363</b>		

### Q11 Select 2 options: What does “small town/community mean to you?

Answered: 373 Skipped: 18



Answer Choices	Responses
A neighborhood with parks and playgrounds (1)	54.16% 202
Neighborhoods with places to gather (2)	34.85% 130
One to two story buildings rather than taller buildings (3)	17.69% 66
Shopping and dining close to homes (4)	39.68% 148
A vibrant downtown with shopping, restaurants, events, etc. (5)	50.40% 188
Suburban neighborhoods on large lots (6)	13.14% 49
<b>Total Respondents: 373</b>	

Basic Statistics				
Minimum	Maximum	Median	Mean	Standard Deviation
1.00	6.00	3.00	3.17	1.70

### Q13 What do you consider downtown?

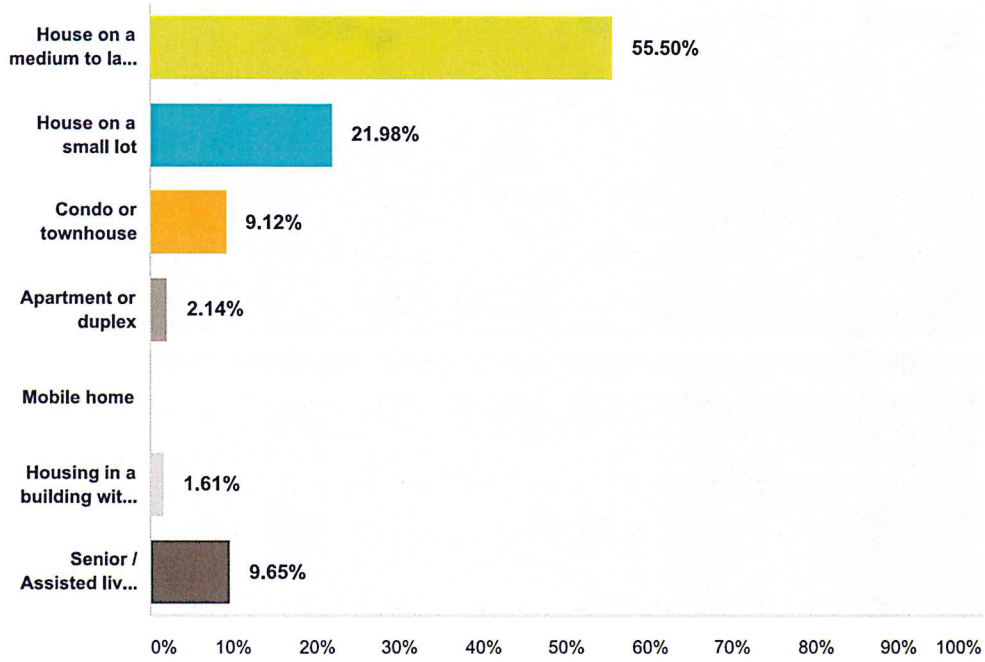
Answered: 373 Skipped: 18



Answer Choices	Responses
Victorian Square area	76.94% 287
Legends at the Marina	1.88% 7
Galleria area in Spanish Springs	2.14% 8
The Prater Way corridor from Victorian Square to the Legends at Sparks Marina	14.75% 55
Other (please specify)	4.29% 16
<b>Total</b>	<b>373</b>

### Q15 In 2030, what type of housing do you expect to be living in?

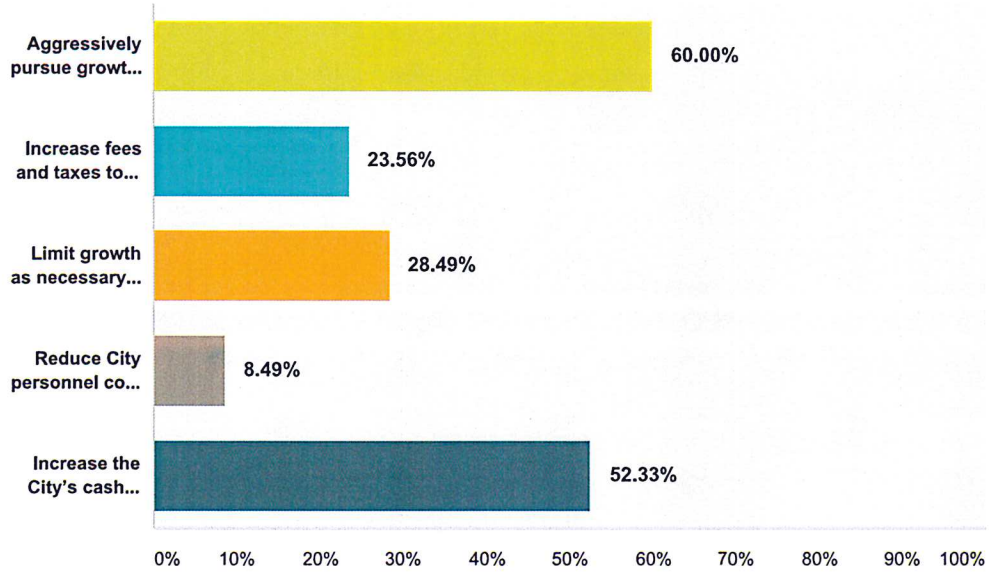
Answered: 373 Skipped: 18



Answer Choices	Responses	Count
House on a medium to large lot	55.50%	207
House on a small lot	21.98%	82
Condo or townhouse	9.12%	34
Apartment or duplex	2.14%	8
Mobile home	0.00%	0
Housing in a building with other uses (e.g. offices, restaurants, stores, etc.)	1.61%	6
Senior / Assisted living Community	9.65%	36
<b>Total</b>		<b>373</b>

**Q18 Select 2 options: What policies should the City of Sparks pursue to maintain fiscal health?**

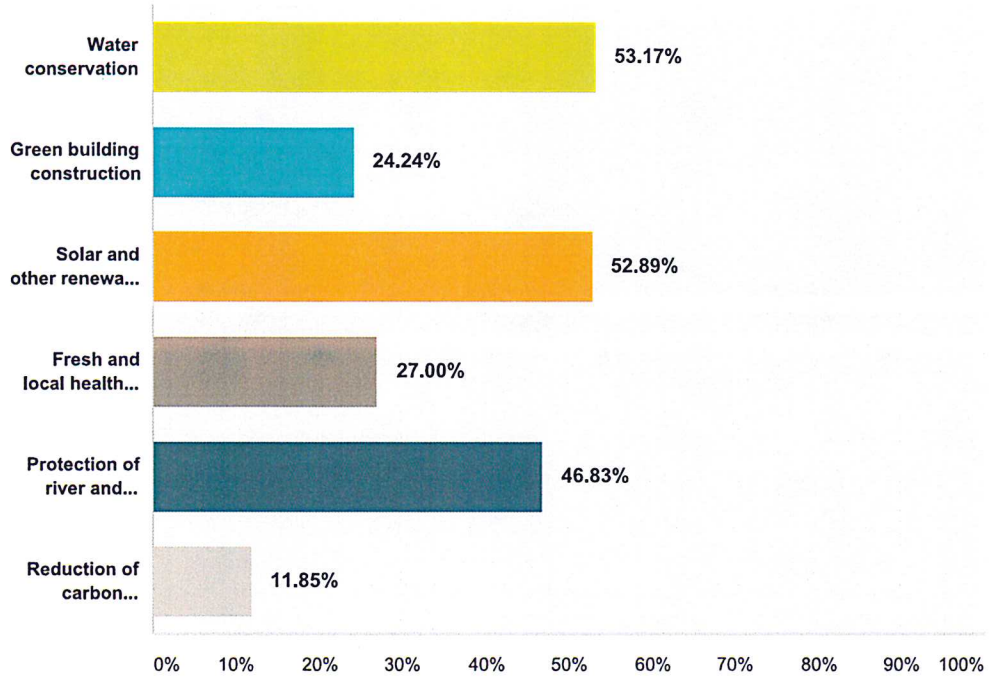
Answered: 365 Skipped: 26



Answer Choices	Responses	
Aggressively pursue growth that enhances tax revenues	60.00%	219
Increase fees and taxes to maintain or enhance services	23.56%	86
Limit growth as necessary to maintain current service levels	28.49%	104
Reduce City personnel costs even if it reduces service levels	8.49%	31
Increase the City's cash reserves and reduce debt	52.33%	191
<b>Total Respondents: 365</b>		

**Q20 Select 2 options: What should the City of Sparks focus on to increase the community's sustainability?**

Answered: 363 Skipped: 28



Answer Choices	Responses	Count
Water conservation	53.17%	193
Green building construction	24.24%	88
Solar and other renewable energy	52.89%	192
Fresh and local healthy food	27.00%	98
Protection of river and wetlands	46.83%	170
Reduction of carbon emissions	11.85%	43
<b>Total Respondents: 363</b>		

### Q16 What is most important for the City of Sparks to support?

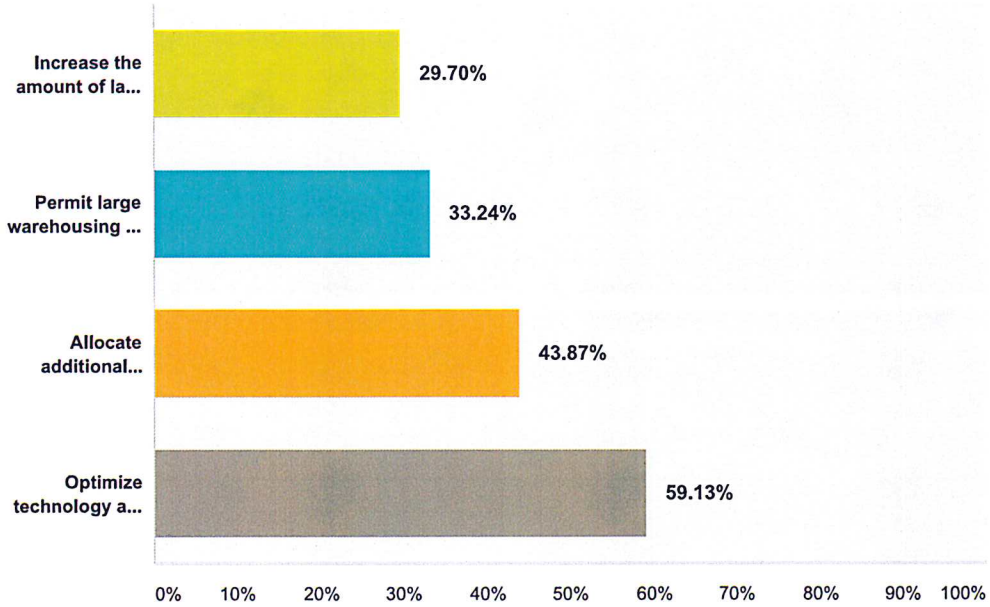
Answered: 369 Skipped: 22



Answer Choices	Responses	Count
Retain existing businesses	26.56%	98
Attract new businesses and industries	52.30%	193
Attract tourism and special events	21.14%	78
<b>Total</b>		<b>369</b>

**Q17 Select 2 options: What strategies should the City of Sparks adopt to increase economic vitality?**

Answered: 367 Skipped: 24

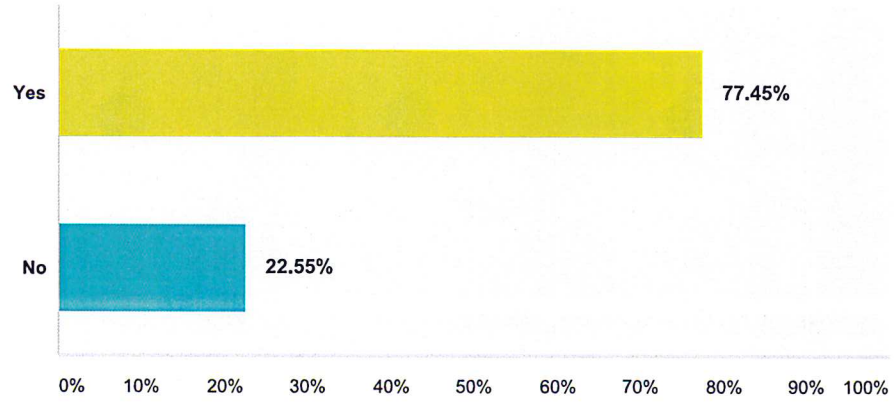


Answer Choices	Responses	
Increase the amount of land zoned for commercial and industrial activities	29.70%	109
Permit large warehousing and distribution facilities (like Amazon) in Spanish Springs portion of Sparks	33.24%	122
Allocate additional City funds to support special events	43.87%	161
Optimize technology and on-line services to become more business friendly	59.13%	217
<b>Total Respondents: 367</b>		



**Q6 Should the City add additional fire station(s), as necessary, to maintain the six (6) minute response time?**

Answered: 377 Skipped: 14



Answer Choices	Responses	
Yes	77.45%	292
No	22.55%	85
<b>Total</b>		<b>377</b>

### Q8 Should the City provide additional locations for public access to the Sparks Police Department?

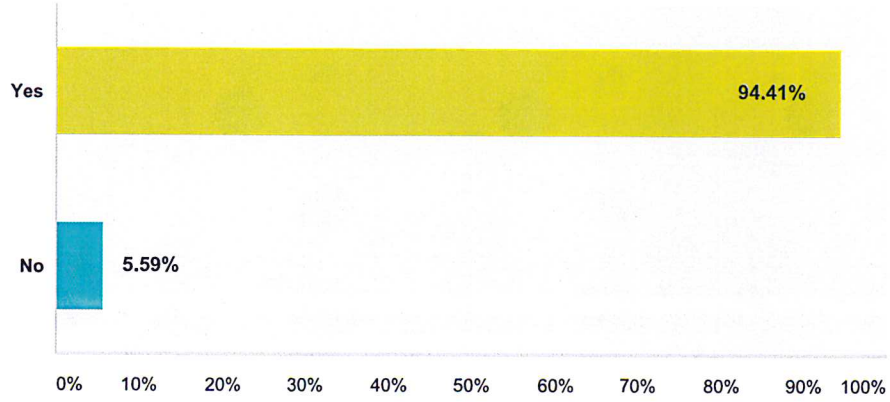
Answered: 373 Skipped: 18



Answer Choices	Responses	
Yes	54.42%	203
No	45.58%	170
<b>Total</b>		<b>373</b>

**Q10 Do you support continued investment in the City's sewer treatment plant to protect the Truckee River?**

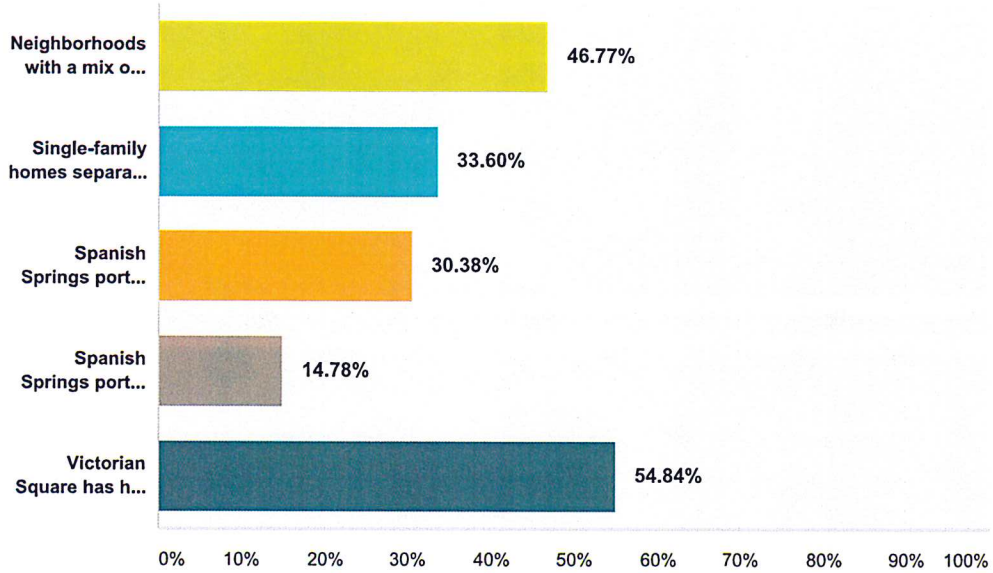
Answered: 376 Skipped: 15



Answer Choices	Responses	
Yes	94.41%	355
No	5.59%	21
<b>Total</b>		<b>376</b>

**Q12 Select 2 options: In 2030, what characteristics do you want Sparks to have?**

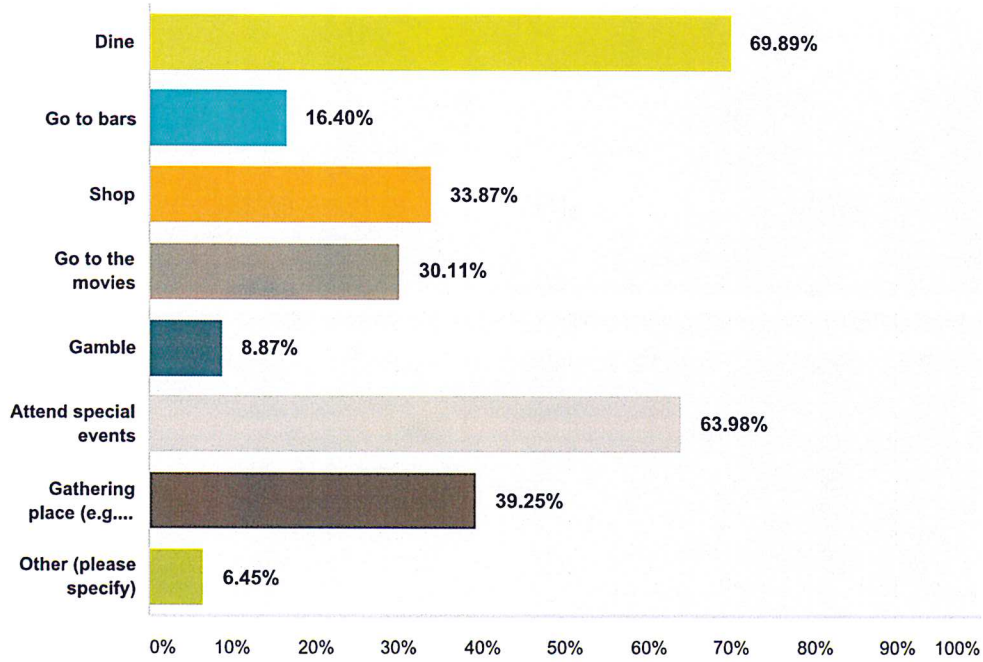
Answered: 372 Skipped: 19



Answer Choices	Responses	
Neighborhoods with a mix of uses including single-family homes, apartments, dining and shopping	46.77%	174
Single-family homes separated from other uses such as shopping, commercial and industrial	33.60%	125
Spanish Springs portion of Sparks retains its suburban character	30.38%	113
Spanish Springs portion of Sparks evolves from suburban to urban development	14.78%	55
Victorian Square has high density residential housing, shopping, jobs and dining	54.84%	204
<b>Total Respondents: 372</b>		

**Q14 Select 2 options: What do you want to be able to do in the future when you go to downtown Sparks?**

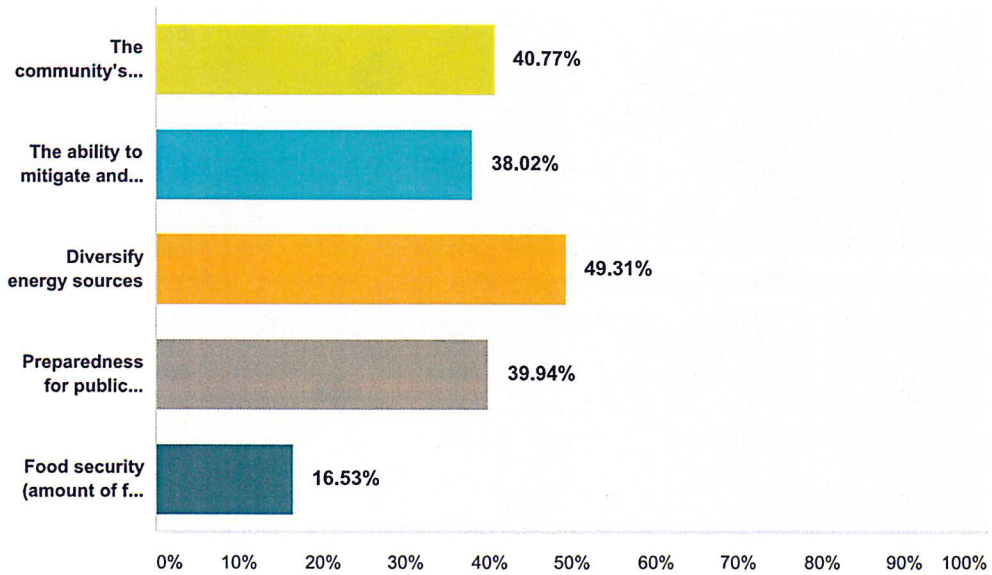
Answered: 372 Skipped: 19



Answer Choices	Responses	Count
Dine	69.89%	260
Go to bars	16.40%	61
Shop	33.87%	126
Go to the movies	30.11%	112
Gamble	8.87%	33
Attend special events	63.98%	238
Gathering place (e.g. concerts)	39.25%	146
Other (please specify)	6.45%	24
<b>Total Respondents: 372</b>		

**Q19 Select 2 options: What should the City of Sparks focus on to increase the ability to withstand and to manage disruptive change?**

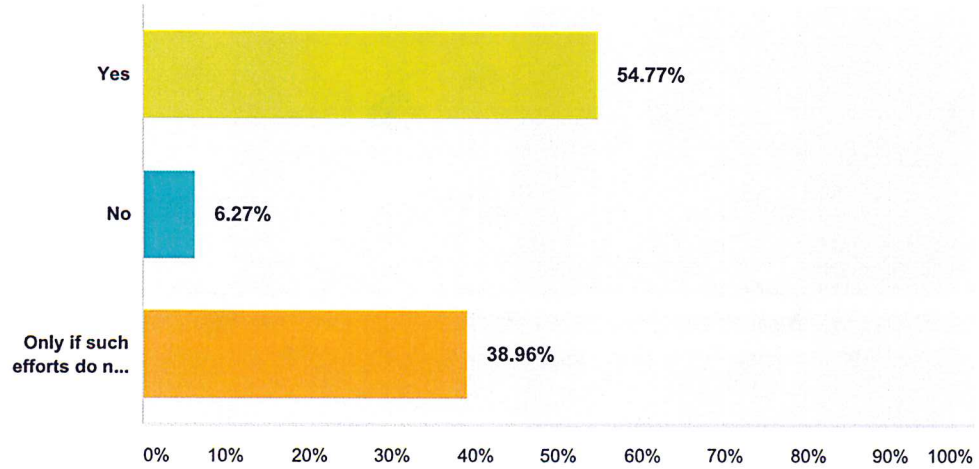
Answered: 363 Skipped: 28



Answer Choices	Responses	
The community's ability to cope with extended/more frequent droughts	40.77%	148
The ability to mitigate and recover from extreme weather events, such as flooding	38.02%	138
Diversify energy sources	49.31%	179
Preparedness for public health emergencies and mass casualty events	39.94%	145
Food security (amount of food available for the community during an emergency)	16.53%	60
<b>Total Respondents: 363</b>		

**Q21 Should the City of Sparks adopt policies and allocate resources to increase the community's sustainability?**

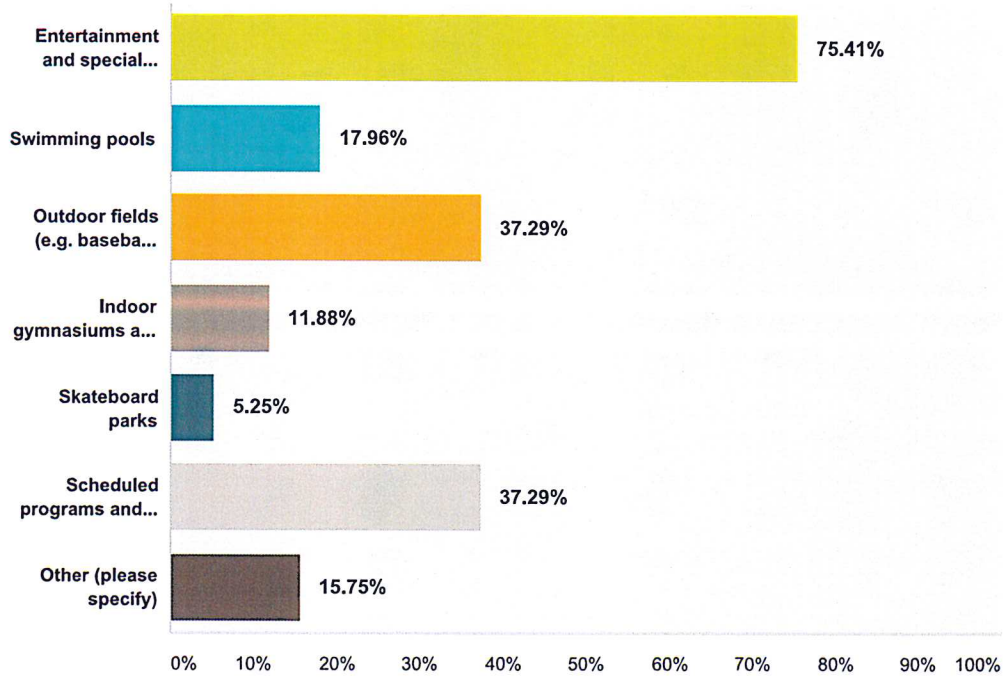
Answered: 367 Skipped: 24



Answer Choices	Responses	
Yes	54.77%	201
No	6.27%	23
Only if such efforts do not limit development and economic growth	38.96%	143
<b>Total</b>		<b>367</b>

### Q24 Select 2 options: In 2030, what recreation activities are most important to you?

Answered: 362 Skipped: 29

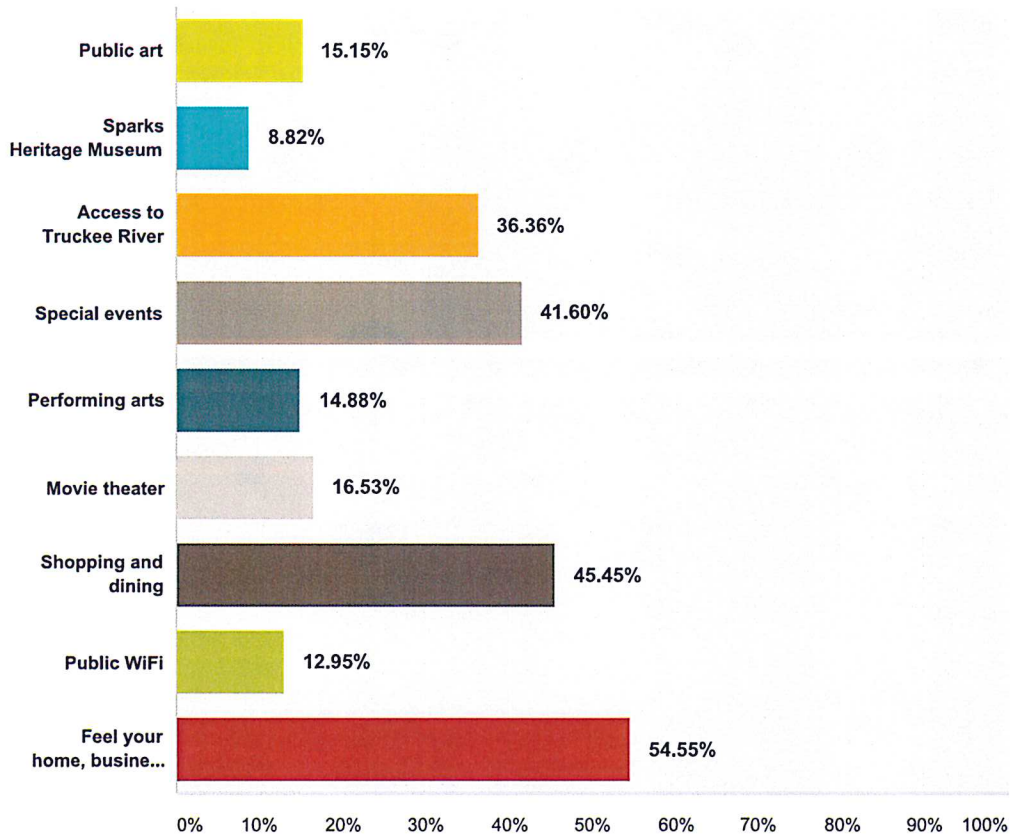


Answer Choices	Responses	
Entertainment and special events	75.41%	273
Swimming pools	17.96%	65
Outdoor fields (e.g. baseball, lacrosse, soccer fields)	37.29%	135
Indoor gymnasiums and exercise equipment areas	11.88%	43
Skateboard parks	5.25%	19
Scheduled programs and community classes	37.29%	135
Other (please specify)	15.75%	57
<b>Total Respondents: 362</b>		



**Q25 Select 2 options: In 2030, what quality of life features are most important to you?**

Answered: 363 Skipped: 28



Answer Choices	Responses	
Public art	15.15%	55
Sparks Heritage Museum	8.82%	32
Access to Truckee River	36.36%	132
Special events	41.60%	151
Performing arts	14.88%	54
Movie theater	16.53%	60
Shopping and dining	45.45%	165
Public WiFi	12.95%	47
Feel your home, business or family is adequately protected by the police and fire departments	54.55%	198
<b>Total Respondents: 363</b>		