



SPARKS CITIZEN'S SURVEY

Presented by Charles Johns, Vice Chairman, SCAC

April 22, 2013

WHITEWATER PARK ON THE TRUCKEE RIVER



PARKS & REC



24-HOUR CITY HALL



EVENTS



AGENDAS



CITY LEADERS



SPARKS TV/VIDEOS



CITIZEN REQUESTS

IT'S HAPPENING HERE

- DINING
- SHOPPING
- PLACES
- FAMILY FRIENDLY
- EVENTS
- NIGHTLIFE/BARS
- HOTELS/CASINOS

BACK TO MAIN MENU

POWERED BY City of Sparks

Want your business here? Request to be listed.

CALENDAR

Choose a Calendar

- MAR 20 Truckee Meadows Water Authority Board Meeting
- MAR 28 Regional Transportation Commission Public Information Open House
- MAR 31 Sparks Rotary Rabbit Run 10K & Fun Run
- APR 17 Truckee Meadows Water Authority Board Meeting
- APR 20 Walk for Children and Family Fun Day

FULL CALENDAR

WHAT'S NEW

- MAR 18 Sparks Attitude Survey Results
- MAR 15 School Zone Safety
- MAR 13 SouthEast Connector Project is Underway!

MORE NEWS

RESIDENT SURVEYS

SPARKS CITIZEN'S SURVEY

Sponsored by the Sparks Citizen's Advisory Committee

[Begin Survey Here](#)

PARKS & RECREATION SURVEY

[Begin Survey Here](#)

MORE POLLS

News, Meetings, Parks & More... It's Happening Here.

Receive email updates from a variety of categories and news. Stay up to date with what's happening in your neighborhood. [SIGN UP NOW.](#)

Current Weather

Temperature: 51.8 °F
Broken clouds

OUR SOCIAL MEDIA HUB
[Twitter](#) [YouTube](#) [Facebook](#)
STAY CONNECTED

Survey presented online from February 21 to April 3, 2013

Produced by the Sparks Citizens Advisory Committee

Public Information

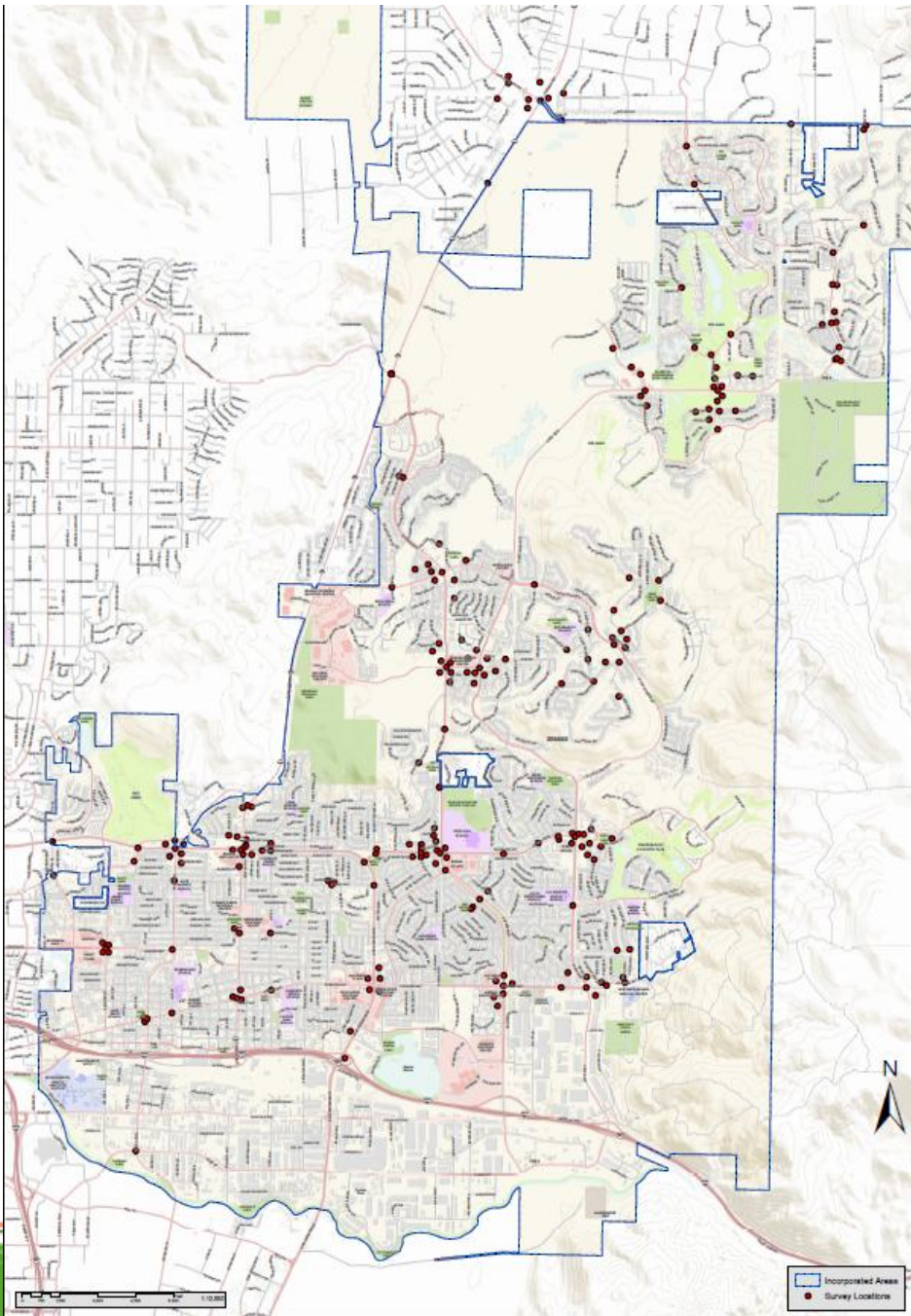
- Two Press Releases, resulting in Media Coverage
- Two Advertorials in RGJ
- Chamber Support
- Website and Social Media
- SCAC Member Support

Participants “identified” themselves

Student	6
Retired	56
Business Owner	23
Other	146
Total Responses	231

Responses by Geographic Area

(residents named their zip codes and nearest cross streets)



Question

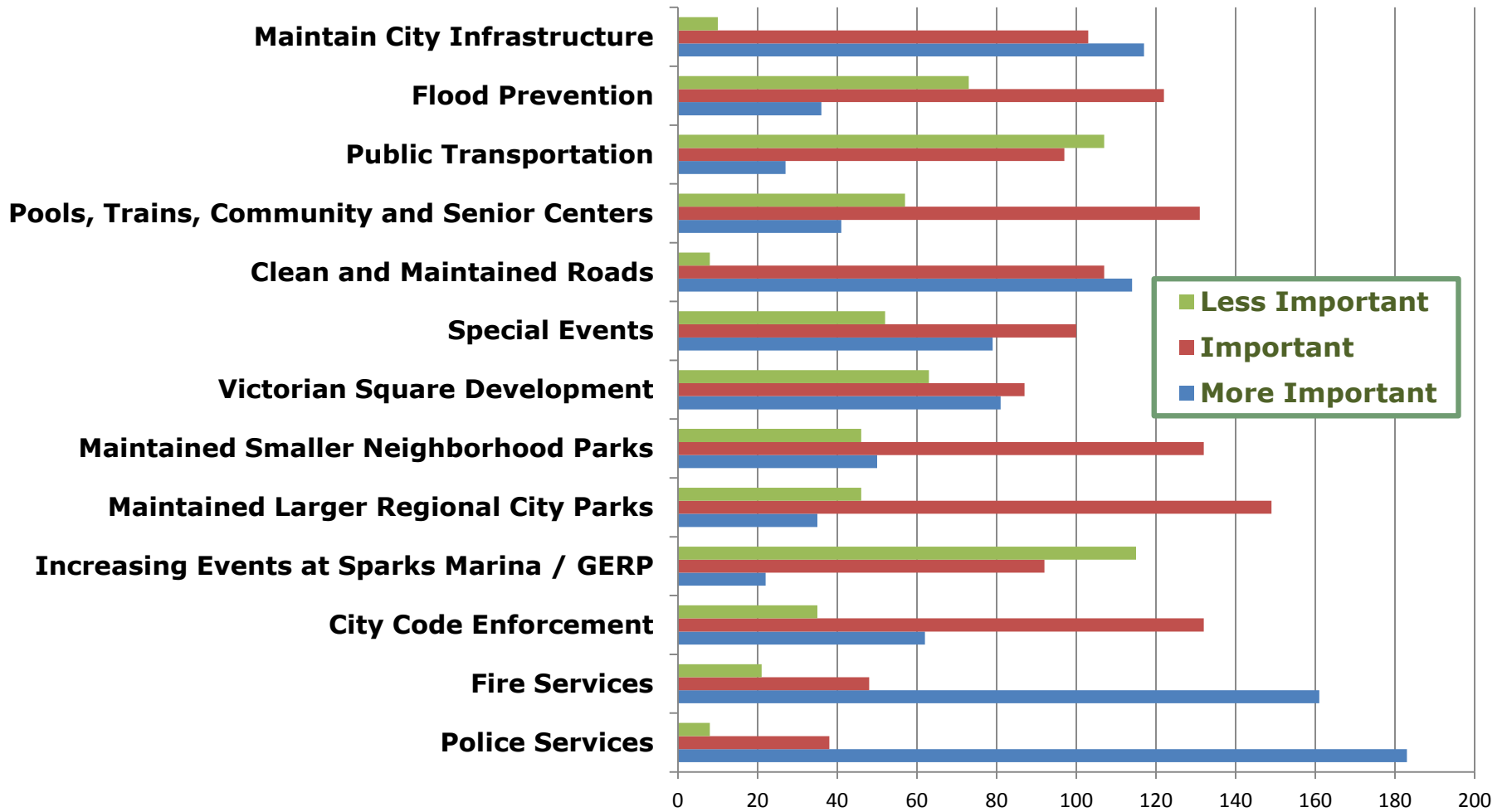
Participants responded about various City services, rating each category as:

- More Important
- Important
- Less Important

City Service Categories Included:

- **Police Services**
- **Fire Services**
- **City Code Enforcement**
- **Increasing Events at Sparks Marina / GERP**
- **Maintain Larger Regional Parks**
- **Maintain Smaller Neighborhood Parks**
- **Victorian Square Development**
- **Special Events**
- **Maintained Roads**
- **Pools, Trails, Community and Senior Centers**
- **Public Transportation**
- **Flood Prevention**
- **Maintain City Infrastructure**

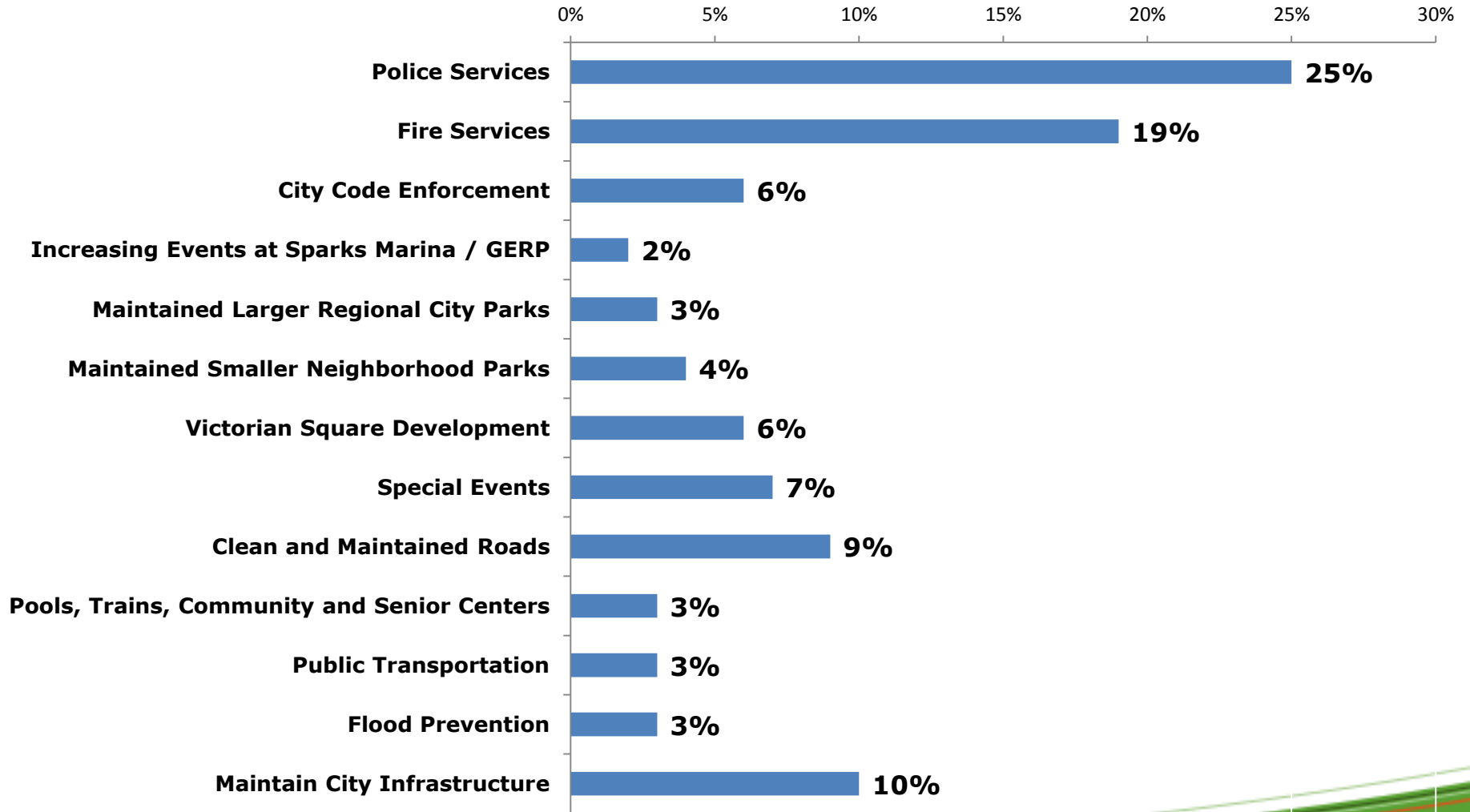
Respondents rated the importance of these City services



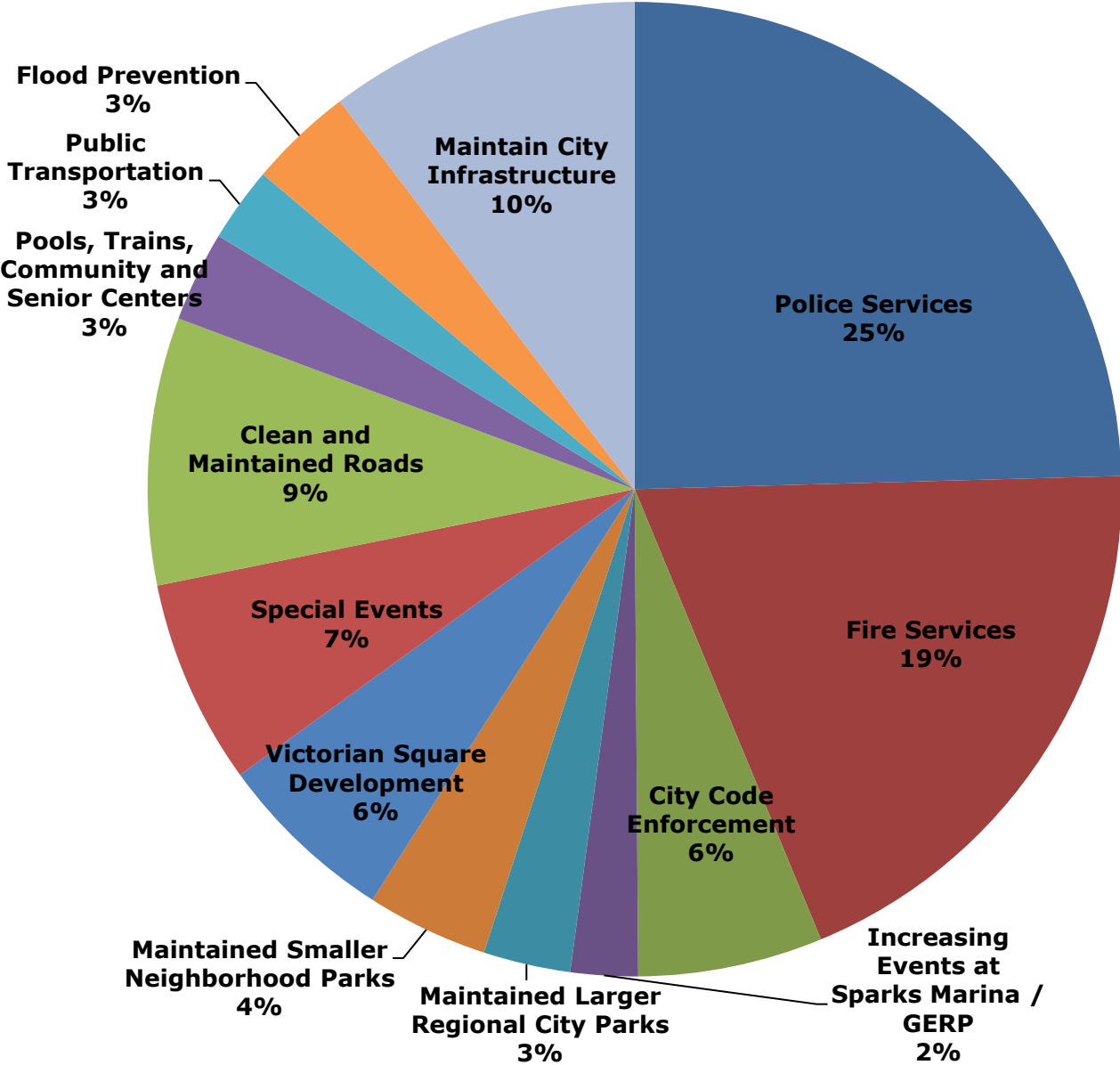
Question

Given a hypothetical \$100 budget, Participants were asked to allocate their funds across the areas they indicated as “Most Important.”

Respondents' Budget Allocation



Respondents' Budget Allocation



Question

Is there any additional feedback you would like to provide the City of Sparks?

Residents remarks are included in Council packet