

Mission

Why do we exist?

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.

Core Values

How will we behave?

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.

Competitive Advantages

What do we do best?

City-Wide Strategies

How will we succeed?

Org-Wide Strategy #1: Fiscal Stability

- Maintain positive cash balances, in accordance with the city's adopted fiscal policies
- Achieve balanced spending within the General Fund, in accordance with the City's adopted fiscal policies
- Manage the liabilities associated with Other Post Employment Benefit (OPEB) and Heart/Lung/Cancer benefits in accordance with the city's adopted fiscal policies
- Formulate a comprehensive fee policy and pricing structure, moving towards a cost recovery model.
- Develop cost of city services data for use in financial impact modeling.

Org-Wide Strategy #2: Employee Relations

- Develop an effective process for performance feedback and career support.
- Enhance succession planning methodologies for key positions allowing for the safekeeping of institutional knowledge addressing information transfer, training and certification needs.

Strategic Goals and City Objectives (What's important now?)

Public Safety

1 Public Safety: Cultivate community and visitors quality of life experiences by enhancing the city's public safety response, prevention, and support services.

- 1.1 Community Safety: Continue to improve service levels and/or response times by assessing and addressing the risks in the City.
- 1.2 Prevention: Improve community safety through prevention activities that reduce risks.
- 1.3 Resources: Enhance city resources supporting response and prevention functions.
- 1.4 Flood Management: Support flood damage reduction efforts by completing the North Truckee Drain and supporting the Truckee River Flood Management Authority.
- 1.5 FY16 Completed Items

Infrastructure & Technology

2 Infrastructure and Technology: Manage city assets by providing proper preventative maintenance methodologies while utilizing replacement technologies assuring quality infrastructure for our community.

- 2.1 Long Term Planning: Strategically guide the city's future growth through the update and implementation of the Comprehensive Plan.
- 2.2 Water Quality: Implement long-term wastewater nutrient removal technologies at TMWRF to protect the river and environment as the region grows.
- 2.3 Technology: Efficiently manage the city's technology infrastructure to create efficiencies and improved service levels.
- 2.4 Asset Management: Efficiently maintain the city's assets using an asset management inventory system to drive the Capital Improvement Plan.
- 2.5 Parks Protection: Protect our quality of life by smart development of major Parks and Recreation facilities.
- 2.6 FY16 Completed Items
- 2.7 HOLD - Community Services unrelated activity.

Economic Development

3 Economic Development: Enhance regional recognition of Sparks through the improvement of public venues and commercial development ensuring our ability to provide full municipal services to our citizens and visitors.

- 3.1 Regional Collaboration: Proactively pursue regional cooperation for economic growth and diversification.
- 3.2 Special Events: Capitalize on events which can elevate the visibility of Sparks as a place to live, work and play.
- 3.3 Public Venues: Increase the utilization/viability of city venues by enhancing current facilities and planning new public spaces.
- 3.4 Commercial/Industrial Development: Foster an environment for the development and redevelopment of commercial and industrial areas.
- 3.5 FY16 Completed Items

Citizen Engagement

4 Citizen Engagement/Empowerment: Increase the number of participants and points-of-view guiding the development of policies satisfying community wants and needs.

- 4.1 Citizen Participation: Engage citizens in setting the strategic direction of the city via the Comprehensive Plan.
- 4.2 Citizen Engagement: Expand citizen education, communication and interaction opportunities.
- 4.3 FY16 Completed Items

KPI

How will we measure success?

Measure	Target

Vision

What does success look like?

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

Implementation

How we make strategy a habit?