#IgniteSparks

Igniting the Conversation for Sparks' Future

City of Sparks City Council Workshop February 8, 2016





Workshop Goals

- Review plan schedule
- Provide overview of Phase I results
- Solicit City Council input on Phase II topics and questions





#IgniteSparks

A public outreach effort to engage residents in real conversations about what they want to see for Sparks in 2030.





VISION

Greatest Assets Biggest Challenge Desired Improvement

> PHASE 1 **OCT - DEC 2015**

Test vision, strength, challenge desired improvement. Themes emerge, deep-dive questions determined

METHODS

Website, Editorial, Events, Bus Tours, Boots on the Ground, Publicity, Enews, E-voting, Interactive Games

PHASE 2 IAN - APRIL 2016

Deep-dive surveys, evaluation, data collection, summarization

PHASE 3 SUMMER 2016

Draft plan, test draft elements with stakeholders and connectors simultaniously

PROCESS

Open to all, Engagement Transparency, Enthusiastic, Fun, Engaging the underrepresented

> PHASE 4 **FALL 2016**

Plan adopted, publicfriendly plan completed

City of Sparks Internal Staff, Public, Planning Commission, Public, Connectors, Public, Industrial Sparks, Public, Business Owners, Public, Residents, Public, Rotary, Public, Chamber, Public, Schools, Public, Seniors, Public, Latino, Public, Faith-based, Public





Phase I
Visioning Phase





IgniteSparksNV.com

About

Survey

News

Social





#IgniteSparks

HARE YOUR VISION

Igniting the Conversation for Sparks' Future

Plan

4%

Developing the comprehensive planning process with real people, real community and real conversations.

There's a lot of talk about our region and, more specifically, what's happening in Sparks. Starting in December, we will be undertaking an aggressive public outreach program to engage with residents as we develop our comprehensive plan. The plan replaces our current master plan and will pave the way for our city's future. None of it will be possible without your involvement and feedback. We need to hear from you. We want to know from you our strengths, challenges and what you'd like our city to be known for. We all have the opportunity to weigh in as the city develops the plan that will establish the policies designed to take Sparks to the next level.

Next steps...

Take our Vision Survey today and subscribe to our newsletter.

TAKE THE SPARKS VISION SURVEY













City of Sparks Survey Ignites Resident Feedback

Placed Dec 05, 2019 6:12 PM PST

By Amanda Ketchiedge CONNECT

On Saturday the City of Sparks fired up it's outreach program called "ignite Sparks" at the annual Hometown Christmas Parade in Victorian Square

City officials asked residents about their likes and dislikes in the community, so they can update the city's master plan, which will guide the city through the next

A majority of residents seemed to really like being able to share their opinions.

In the city's survey, Lionel Henry wrote down his answer to the question, "I love.

"A lot of the parks, they seem to keep them up well. And I have two six year old boys that really enjoy the parks and we don't just go to one all the time," said Lionel Henry, a Sparks resident,

While some residents agree with Henry, others expressed some concerns about

Ashley Hogan, a Sparks resident said, "I really like it here. We go to the parks a lot and you know, sometimes the park maintenance has fallen through.

Brian Gannon, another Sparks resident said, "Some of the rundown neighborhoods and like cars and stuff, garbage in people's yards, that would be nice to kind of get out of sight, but other than that, it's still a great place to live."





Cougars win opener, drop

Pages of the Past. Library Schedule Food Nevada.....

The Sparks Hometowne Christmas Parade once again roon Saturday afternoon, an annual tradition that thrigh the constitution of the street of th

Good grief, look who's here Sparks Tribune brings back

Editor's note: It's been called the most influ-ential comic strip in the history of comic strips.

And Bantle Born Media is proud to bring Peanuts

comic strips. Chari-

Give feedback on Sparks' futu

Get colline now to give knollinck start.
will help shape Sparks for the next 11
years.

The lightle Spetia team — hand to gether detailed feedback from the community that will be used to develop the city's new compenhances place — weets as many people. a possible to provide suponess to these open outside partitions, as these initial opinions will serve as the foundation for the teams outside process of public outside,

The questions can be found online at www. (The quantum calc be fitting occurs at w-ignification cone. This quick matter is considered phase one of the Ignite Sparks outrands process, and the assesses people powerful will be used to comprise the Mesper

diret questions of phase two.
"There should be an argency to have your resion heard before Pelmany, which is when sen'd be reaking the transition to phase two." was an expension to resource to project year, and Karen Crisis, sweeze of Creative Citize and a leading mention of the lighter Sparks team. "Thering maily good, housed import will help make phase two see much mean valuable." Gone to 401 Sparks medicents and

These who take the survey are soled to leave a multing address so the responses carbe analyzed by ward, and those who are open to answering the opcoming round of deepe questions are encouraged to lowe an entail address, too

KUNR Your News & Information Source Broadcasting live from the University of Nevada, Reno

The NPR pay property have but been remined Phone animal and their resistal the age to letter to \$5.00.

No Longer A Bedroom Community, Sparks

from New - Program - Shedon - Wards Sound - Alexander - South



SPORTS CHRISTMAS IN SP.



Reed hove pick up first win in tourney finale



next four games

Page 11

INSIDE Weather.

The Diane Return Street

Plans For Growth

in the next two discalles, the City of Sparks is expected to grow from about P3.000 residents to 120,000, which ingliers it a resulty posed time to update the city's mayter plan. Rend Public Radio's Michelle Bliss has the details.

The master plan will shape a uniform vision on maintaining and improving

critical services like transportation, public safety, and utilities. Some components of The current plan haven't been updated in 25 years, and a lot's changed in that time



lieff* Crog said. When asked about the biggest concern for

Speaks in the year 2000, the most frequent

speeces to the past 30 M, the three tragactic assessment were growth and traffic, and when saked to share a wish to make Spatho even better by 20 M, the three most constron.

responses were continually, events and

Autom Mayberry, a spoke-smart for the city, says that in the past storade alone Sparks. has become more than just a bodynom community to Reno





Share vision for Sparks: City seeks input

Webster

you have about Species — and what it might take to make Species on over hoter place to live, work and plan-New in the Implesting reages of parting

together a new comprehensive plan, the City of Specks has blend a local flow to gather to depth, homes feedback from a wale army of Sparks residents and statisticities. This detailed companys, retired to as Ignite Species, will be used to develop the polisted comprehensive plan that will serve as a bisoprise for the City's growth and

"Our plan is to organe with real receils in real communities alread what they want to see happen in their city within the next 11 years." aid Adam Markery, community ministra-

Instead of bedding public meetings and Inquity people come to us, wrist going to have been use for ground — engaging people where they are, where they live, where they

place right tow-

place right some to the date to married to married to the date to married to married to the date to married to the date to married to married to the date to married to the date to married to married to marr

congrupes," Mayberry soid.

Before the public netrouch team can dive into specific net vey questions, the City must fine determine the main seam aroung lipseld. residents and auditorities. This is the "raine phase" of the natural pressure which is taking

hind to handle the (4-month, public notmark - Instagram,

three open ended questions experience in Sparks," Own of responses have been gaths analyse the accessors for com-concern. Then, they will our

to cital more detailed quest ignite Spatia survey process Spatia official economy mularholders to take a live of the open-ended questions ignitesperkens com. The six drien, which the meants

to enalper the responses by "Wire not going to mail! (set ravel it to cross referen-Donom-soid, "Our guess is t different concerns to each a The City plane on using

Sparks Centennial Inferior



etallaholders already have completed the inne-one-novery, which asks questions to , "What sie you leve about Species" and What is your biggest concurs for Sparks in the year 2000

"For phase two, we'll be taking the requisi-from this vision phase and asking people to clarify exactly what they mean," Craig said. there's passes were now mean. Over great.

Their why it's so important for an every people as possible to answer the questions in place one before Petrosely — flow imposses will inferre the deeper three questions we'll be asking to phase two."







Outreach to Date

Media launch (KOLO, KTVN, KOH, KUNR, Sparks Tribune, RGJ)
Hometowne Christmas Parade
Champions Meetings (Nov. X, Jan. 27)
Sparks Citizens Advisory Committee
39 North
Washoe County Food Policy Council
Grow Nevada Radio Interview
Rotary Club of Sparks Centennial Sunrise
Nevada First Toastmasters
Downtown Sparks Kiwanis Club
RGJ Advertorials (Nov. 15, Jan. 24, Feb. 22)





What We're Hearing





Loves

Small Town
Community
Family
Events
Parks





Concerns

Growth
Traffic
Crime
Schools





Wish

Community
Downtown
Events
Parks
Schools
Business
Growth





Phase II Deeper Dive





Approach

- Mid-February to April
- More detailed surveys
- Continued public outreach
- Boots on the ground





Surveys

- Short and long versions
- Available on IgniteSparksNV.com
- Provided to Champions network
- Distributed through the City
- Media outreach
- Social media outreach





Survey Goal

Inform the development of policy for the city-wide comprehensive plan.





Survey Options

- Survey provided to City Council is draft of long version
- Need to incorporate input from Senior Staff, Planning Commission and City Council
- Short survey will be based on final long form version





Survey Topics

- Managing Growth
- Traffic and Mobility
- Public Safety
- Community and Neighborhood Character
- Housing and Affordable Housing





Survey Topics

- Economic Vitality
- Fiscal Health
- Resiliency and Sustainability
- Facilities and Amenities
- Quality of Life





Discuss Survey Questions





Thank You

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IgniteSparksNV.com



