

# #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**  
JAN - APRIL  
2016

Deep-dive  
surveys,  
evaluation, data  
collection,  
summarization

**PHASE 3**  
SUMMER  
2016

Draft plan, test draft  
elements with  
stakeholders and  
connectors  
simultaneously

## PROCESS

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

**PHASE 4**  
FALL 2016

Plan adopted, public-  
friendly 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



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# Phase I

## Visioning Phase



# IgniteSparksNV.com

[About](#) [Survey](#) [Plan](#) [News](#) [Social](#)



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SHARE YOUR VISION

## Igniting the Conversation for Sparks' Future



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

More







# 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**



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# Concerns

**Growth  
Traffic  
Crime  
Schools**



# Wish

**Community  
Downtown  
Events  
Parks  
Schools  
Business  
Growth**



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# 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](http://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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