

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

**MISSION:** 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.



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Mayor Geno Martini

Council members: Julia Ratti, Ward 1; Ed Lawson, Ward 2; Ron Smith, Ward 3; Charlene Bybee, Ward 4; Ron Schmitt, Ward 5  
City Attorney Chet Adams; Municipal Judges: Judge Barbara McCarthy; and Judge Jim Spoo;

Steve Driscoll, City Manager; Neil Krutz, Assistant City Manager; John Martini, Community Services Director;  
Jeff Cronk, Financial Services Director; Chris Maples, Fire Chief; Tracy Domingues, Parks & Recreation Director; and Brian Allen, Police Chief.

**CORE SERVICES**

1. Patrol
  2. Emergency Services
  3. Communications/Dispatch
  4. Detectives
  5. Signal Maintenance
  6. Records
  7. Buildings and Safety
  8. Prevention
  9. Streets Maintenance
  10. Court
  11. Criminal Division
  12. Civil Division
  13. Property and Evidence
  14. Essential Training (SPD)
  15. Essential Training (SFD)
  16. Pavement Management
  17. Parks Maintenance
  18. Facility Maintenance
  19. Advanced Planning
  20. Capital Projects
  21. Community Appearance
  22. Emergency Management
  23. Entitlement Review
  24. Alf Sorensen
  25. Special Events
  26. Larry D. Johnson
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- Cost Recovery Programs  
City Administration  
Grants

**CORE VALUES**

*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.*

**COMMITMENT**

*We will meet our commitments to our citizens.*

**DIVERSITY**

*We will create an organizational culture that respects and values individual and group differences and encourages the productive potential of every employee.*

## **Strategic Goals and Fiscal Year 2017-2022 Objectives**

The Vision and Mission are supported by four Goals: Public Safety, Infrastructure and Technology, Economic Development and Citizen Engagement.

### **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 reducing 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.

### **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.

### **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.



**4) Citizen Engagement/Empowerment: Increase the number of participants and points-of-view guiding Council in 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 Customer Service: Improve customer satisfaction and service levels.

4.3 Citizen Engagement: Expand citizen education, communication and interaction opportunities.