

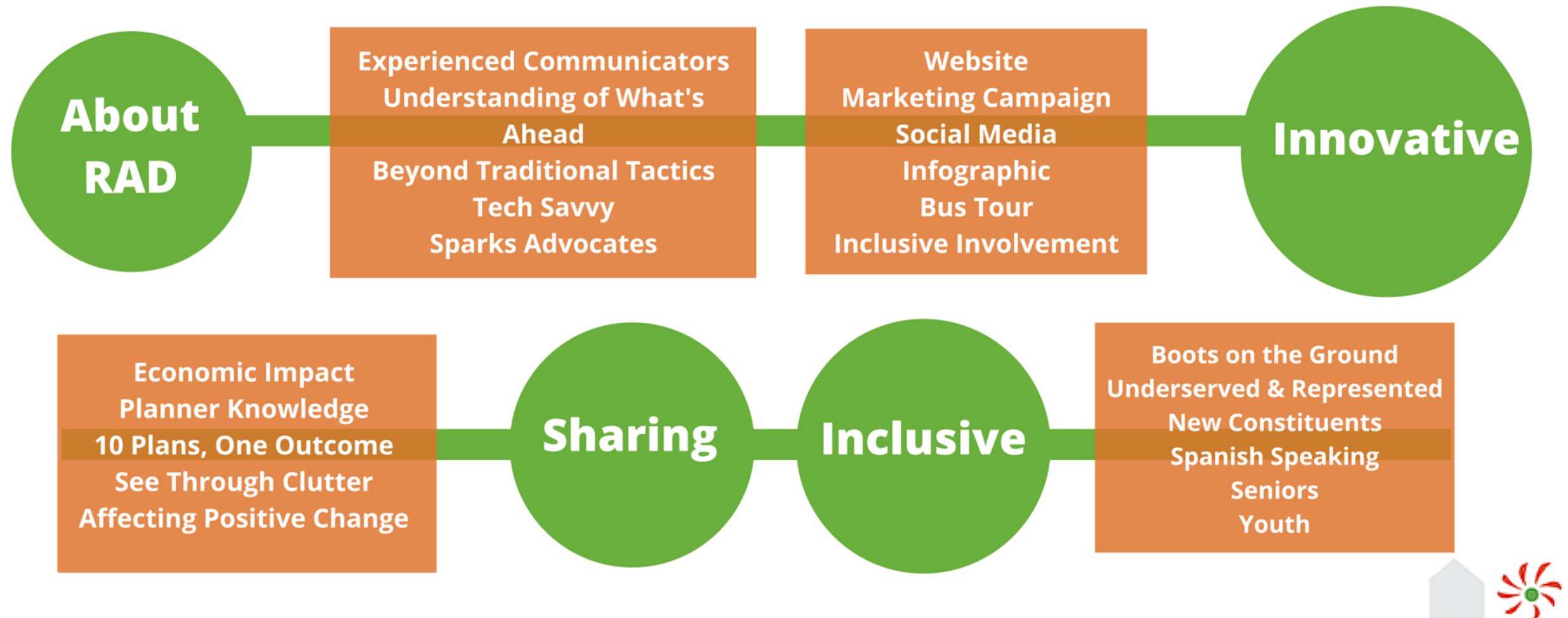
#IgniteSparks

Igniting the conversation for Sparks' Future

RAD Strategies Inc. | Creative Cities
November 9, 2015
Sparks City Council

#IgniteSparks

Real People. Real Community. Real Conversations.



WHAT WE ARE GOING TO DO

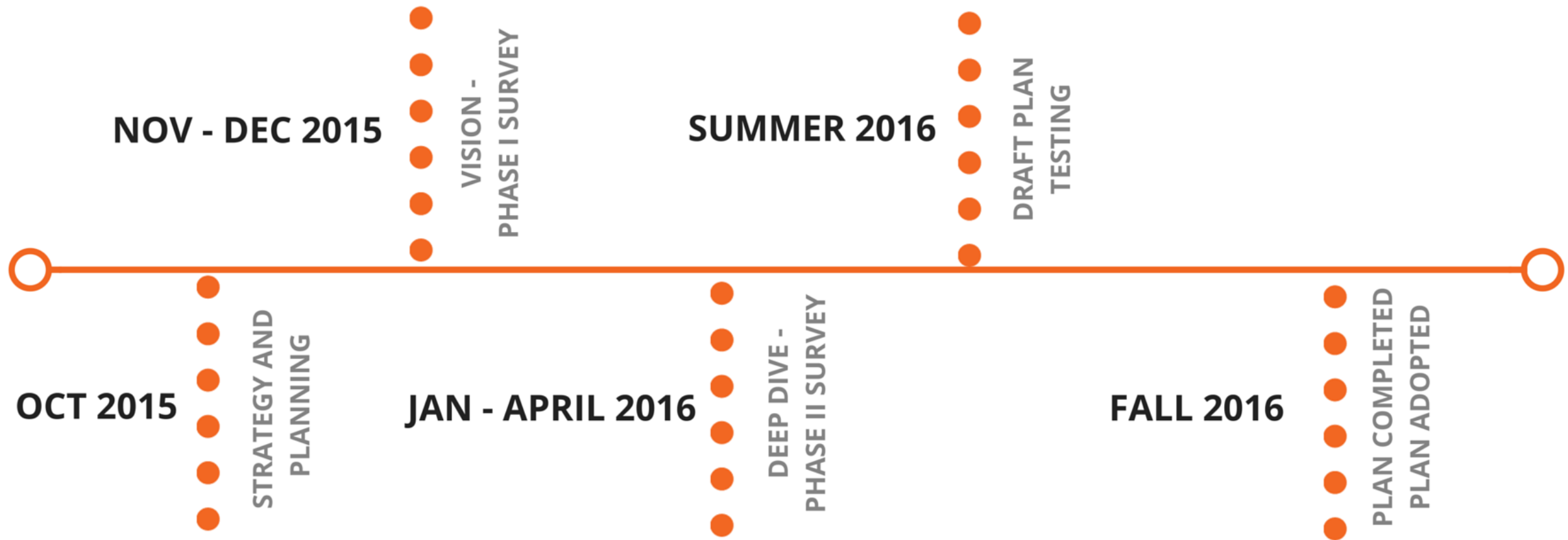
#IgniteSparks outreach plan is to engage the residents in real conversations about what they want to see for Sparks in 2030.

#IgniteSparks strategy will...

- Be inclusive
- Generate wide community engagement
- Encourage involvement of underrepresented
- Be transparent
- Be interactive and fun by using a number of different platforms
- Fast paced



TIMELINE



SETTING THE VISION

NOV - DEC 2015

VISION: PHASE I SURVEY

Champions
City Council
Planning Commission
Citizens Advisory Committee
Parks & Rec Commission
Internal City Leadership

Press | Media Outreach
Sparks Hometowne
Christmas Parade
Evaluation



NOV - DEC 2015

COMMUNICATION TOOLS *

Microsite
Online Survey
Social Media Integration
Media Relations and Outreach
E-news Distributions
One-on-one Interactions

*Spanish language versions integrated where possible



#IgniteSparks

IgniteSparksNV.com



Champions
Community Outreach
Boots on the Ground
Engagement Strategies

JAN - APRIL 2016

DEEP DIVE: PHASE II SURVEY



Mobile App
Instant Polling
Infographic Integration
Interactive tools
Videos
Boots on the Ground

Community presentations – Rotary,
Chamber, Churches, etc.
Stakeholder Interviews
Public Forums
Bus Tours
Student Involvement



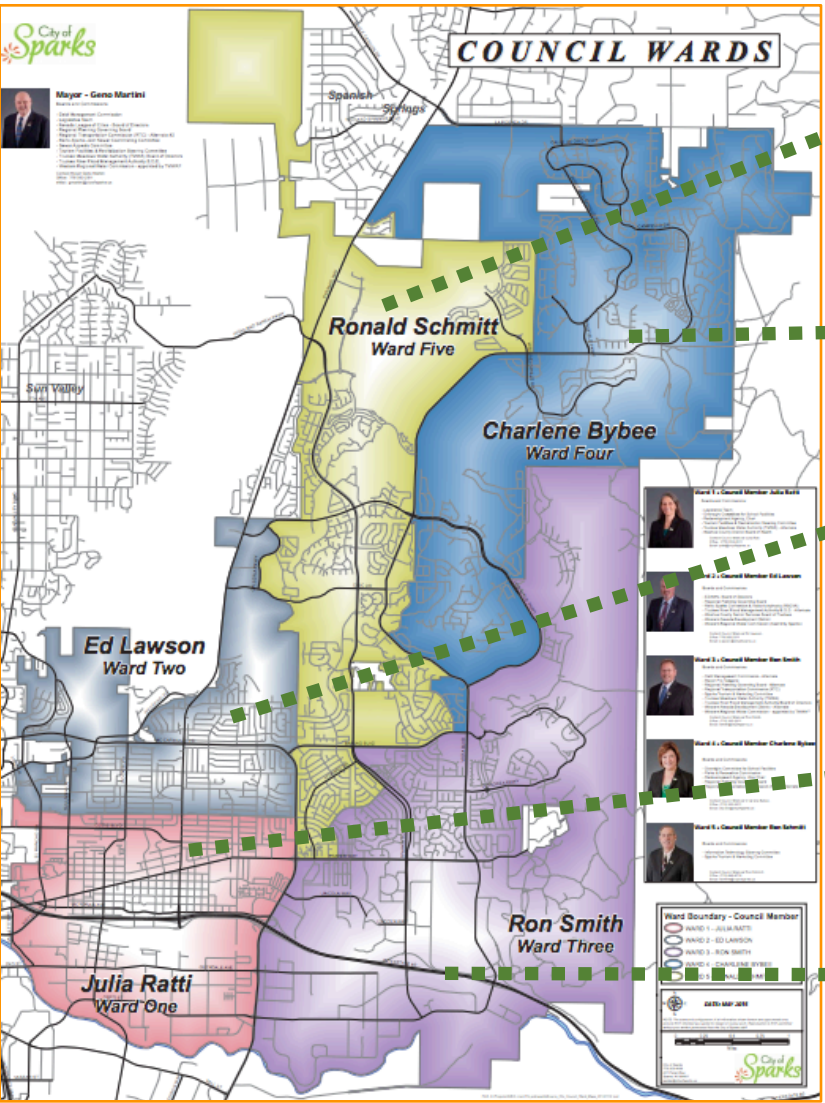
COMMUNICATIONS TOOLS *

JAN - APRIL 2016

*Spanish language versions integrated where possible



WHERE WE ARE GOING



Heavy traffic area outreach



Quality of Life



Sponsored food truck survey



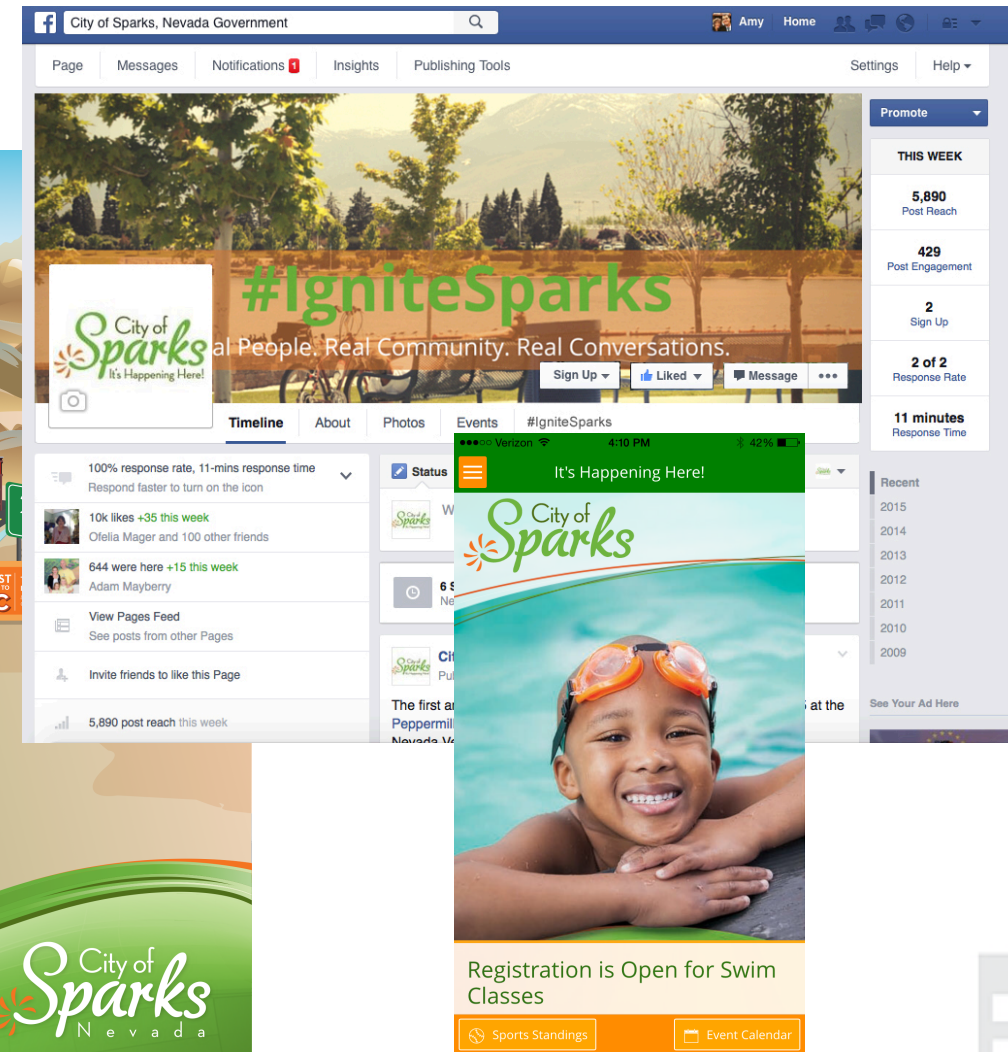
El Rancho Drive-in Flea Market booth and survey



Industrial outreach



WHAT IT LOOKS LIKE



CHAMPIONS

- 5 Ward representatives
- Sparks Citizens Advisory Committee
- Brand Leadership Team
- Industrial and Business Communities
- Faith-based Communities
- Spanish Speaking
- Parks and Recreation Commission
- Senior Living and Senior Communities
- Neighborhood Communities



Stakeholder Groups

- Sparks City Council
- Sparks Planning Commission
- Sparks Management & Staff
- EDAWN
- Washoe County School District
- Nevada System Higher Ed
- RTC
- NDOT
- Reno-Tahoe Airport Authority
- The Chamber
- RSCVA
- Regional Planning
- Truckee Meadows Tomorrow
- Leadership Reno-Sparks
- Truckee Meadows Water Authority
- Utilities: NVEnergy, Waste Management, Cable and Internet providers
- Board of Realtors
- Truckee Meadows Flood Management Authority
- Washoe County Senior Services
- Northern Nevada Medical Center
- Washoe County Health & Human Services
- Tahoe-Reno Industrial Center
- Residential Developers
- 39 North
- Retail and Entertainment (Nugget and The Legends)
- Industrial
- HOAs



WHAT'S YOUR VISION?

- 1. I love Sparks because...**
- 2. My biggest concern for Sparks in 2030 is...**
- 3. My wish to make Sparks even better by 2030 is...**
- 4. Ward/street address**
- 5. Age range**
- 6. Ethnicity**



Thank you.

RAD Strategies Inc. | Creative Cities

Karen Craig

Allyson Bolton

Ronele M. Dotson

