

**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.



Mayor Geno Martini

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



# STRATEGIC PLAN

Fiscal Year 2018-23

### 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
- 
- Cost Recovery Programs  
City Administration  
Grants

Steve

### CORE VALUES

*We will take the initiative to be positive and proactive in addressing problems, seeking solutions that are results oriented by:*

*oriented by:*

*Respect*

*Diversity*

*Quality*

*Leadership*

*Teamwork*

*Listening*

*Responsibility*

*Risk-Taking*

*Creativity*

*Innovation*

Driscoll, City Manager; Neil Krutz, Assistant City Manager; John Martini, Community Services Director; Jeff Cronk, Financial Services Director; Chris Maples, Fire Chief; Tracy

### CUSTOMER SERVICE VALUES:

#### THE 3 P'S

*Interactions will be Polite, Professional and Performed consistent with the city's Strategic Plan.*

Domingues, Parks & Recreation Director; and Brian Allen, Police Chief.

### 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 2018-2023 Objectives**

The Vision and Mission are supported by six Goals: Managing Growth, Connectivity, Community Facilities and Services, Community Character, Resiliency and Sustainability, and Housing and Affordability

- 1) Managing Growth: Proactively plan, manage and maintain the City's current "small town feel" by focusing development in existing areas while protecting open spaces and parks.**
- 2) Connectivity: Support fast and efficient connections - transportation and communication systems - between neighborhoods, recreation, schools, shopping areas, and City facilities.**
- 3) Community Facilities and Services: Deliver and maintain responsive community services and facilities that support the safety and wellbeing of our residents and visitors.**
- 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.**
- 5) Resiliency and Sustainability: Ensure the City's ability to absorb disruptive change while retaining or restoring our environmental, social and economic health.**
- 6) Housing and Affordability: Provide solutions to housing needs for all economic segments of the community, while promoting economic growth and ensuring financial sustainability.**