



STRATEGIC PLAN

Fiscal Year 2018-23

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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CORE SERVICES

1. Public Safety (Priority #1)

- a. Building & Safety
- b. City Attorney - Criminal Division
- c. Dispatch
- d. Fire Emergency Medical Services
- e. Fire Prevention
- f. Municipal Court
- g. Police
- h. Signal Maintenance
- i. Wastewater Treatment

2. Infrastructure & Facilities (Priority #2)

- a. Capital Projects
- b. Facility Maintenance
- c. Pavement Management
- d. Utility Maintenance
- e. Vehicle Maintenance

3. Quality of Life (Priority #3)

- a. Advanced Planning
- b. Code Enforcement
- c. Community Appearance
- d. Community Centers and Programs
- e. Community Development Block Grant
- f. Current Planning
- g. Mayor and City Council
- h. Parks Maintenance
- i. Redevelopment
- j. Special Events
- k. Sports Complexes and Programs
- l. Tourism and Marketing
- m. Youthwatch

4. Administration (Priority #4)

- a. City Attorney – Civil Division
- b. City Clerk
- c. Customer Service
- d. Debt Service
- e. Emergency Management
- f. Finance
- g. General Administration
- h. Human Resources
- i. Information Technology
- j. Public Relations
- k. Self-Insurance – Benefits
- l. Self-Insurance - General

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.



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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.**