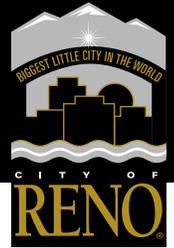


# #THINKRENO | CITY OF RENO

## STRATEGIC PLAN



Each year, the Reno City Council revisits Reno’s purpose, vision and mission; from that, Council identifies priorities which establish the programs and services funded for current and future fiscal years. Fiscal Year 2012/2013 was a year in which Council began a re-visioning of Reno, focusing on long-term fiscal planning and performance management strategies to determine what services our residents will need and want and obtain resources for those services.

#ThinkReno is a process and a cultural change, which includes the City’s Strategic Plan, representing a significant shift in order to make Reno the type of community the City wishes to provide for its residents and visitors.

The Strategic Plan is a simple and straightforward document with attainable goals and objectives built from Council’s priorities. Reno uses a balanced scored approach for strategic management which connects short-term activities to long-term objectives. The Strategic Plan has a core financial perspective but also includes three additional perspectives – those of customers, internal business processes and learning and growth. This 360-degree approach ensures proper planning and resource allocations are considered during the budget cycle based on Council priorities, tying business and financial plans together.

**“The Biggest Little City in the World”  
offers exceptional quality of life, culture, and a vibrant, diverse economy.**

### **VISION**

The Reno city government aspires to be as exceptional as our city is. Our vision is to have a city government that works to enhance our city’s quality of life by listening to and valuing the needs of all citizens. When we can listen to the needs of the people and provide them with the services and leadership they’re asking for, then we’ll have a city government that truly reflects the best qualities of the place we call home.

### **MISSION**

The City of Reno Government’s mission is to efficiently provide the highest level of service responsive to our community and to enhance the quality of life and economic vitality.

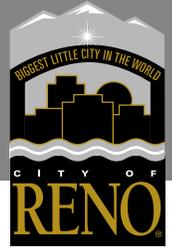
### **PRIORITIES**

We believe that in order to achieve our purpose, mission and vision, we must:

- Provide Safe and Livable Neighborhoods
- Provide Efficient and Responsive City Services
- Promote a Sustainable and Vibrant Economy
- Enhance Communication and Community Engagement

# COUNCIL PRIORITY

## *Provide Efficient & Responsive City Services*



### GOALS

1. Develop and implement fiscally sustainable practices.
2. Effectively deliver the services that citizens need and are willing to support.
3. Provide an environment that promotes accountability and responsiveness through continuous self-assessment.

### OBJECTIVES

**Goal 1.** Develop and implement fiscally sustainable practices.

Objective 1: Update the policy on Managed Competition.

Objective 2: Select programs or services for review and submit results to Council.

**Goal 2.** Effectively deliver the services that citizens need and are willing to support.

Objective 3: Identify excess property – land, buildings and equipment – which may be sold, leased or repurposed.

Objective 4: The City will work with other governmental entities for opportunities for regional solutions and intergovernmental cooperation.

Objective 5: Identify programs with cost and use information to provide to Council for decision making.

Objective 6: Ensure the physical development and growth of our community is within our capacity to provide services and maintain infrastructure necessitated by that development.

**Goal 3.** Provide an environment that promotes accountability and responsiveness through continuous self-assessment.

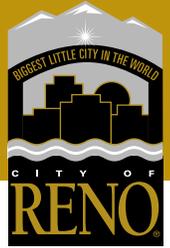
Objective 7: Review internal processes for efficiency; identify duplication of efforts across departments and implement measures to streamline processes.

Objective 8: Identify and implement cross-training opportunities to improve customer service at front counters.

Objective 9: Reduce barriers to development (time, cost, access) by reviewing planning, permitting, and licensing processes and fees and making corresponding changes that promote new investment.

# COUNCIL PRIORITY

## *Enhance Communication & Community Engagement*



### GOALS

1. Provide effective external communications.
2. Foster an engaged community.
3. Support and improve internal communications.

### OBJECTIVES

#### **Goal 1.** Provide effective external communications.

- Objective 1: Provide clear, accurate & timely information for our community.
- Objective 2: Maximize collaboration with strategic partners.
- Objective 3: Leverage innovative and creative resources.
- Objective 4: Define and implement brand standards.
- Objective 5: Centralize city-wide communications efforts.

#### **Goal 2.** Foster an engaged community.

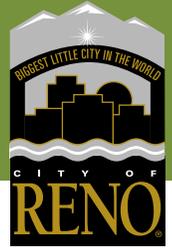
- Objective 6: Provide meaningful forums for citizen participation.
- Objective 7: Develop a plan for organic or grass roots outreach.
- Objective 8: Increase volunteerism.
- Objective 9: Create community recognition awards.
- Objective 10: Host community events.

#### **Goal 3.** Support and improve internal communications.

- Objective 11: Increase the use of CORE.
- Objective 12: Educate and train employees.
- Objective 13: Inspire a culture change.

# COUNCIL PRIORITY

## *Promote a Sustainable & Vibrant Economy*



### GOALS

1. Make Reno a “University Town.”
2. Make Downtown a desirable place to live, work and play by embracing and promoting the “urban” character of Reno.
3. Be a catalyst and not a gatekeeper organization by focusing on support business growth and becoming a leading edge City.

### OBJECTIVES

#### **Goal 1.** Make Reno a “University Town”.

- Objective 1: Establish and maintain cross agency planning.
- Objective 2: Identify tools and incentives to encourage and promote student housing in the downtown for both adaptive reuse of existing structures and new construction.
- Objective 3: Increase pedestrian/bicycle flow from the University to the downtown by identifying and enhancing corridors that provide improved connection.
- Objective 4: Coordinate the City’s events calendar with the University.

#### **Goal 2.** Make Downtown a desirable place to live, work and play by embracing and promoting the “urban” character of Reno.

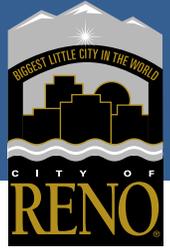
- Objective 5: Improve the appearance and vibrancy of downtown.
- Objective 6: Identify and implement policy changes that recognize the needs of an “urban” downtown.

#### **Goal 3.** Be a catalyst and not a gatekeeper organization by focusing on supporting business growth and becoming a leading edge City.

- Objective 7: Foster a fearless approach to new ideas and their implementation.
- Objective 8: Pursue opportunities to help grow the staff knowledge of best practices and successful programs nationwide.
- Objective 9: Foster a proactive rather than a reactive approach to governing.
- Objective 10: Support efforts to become a leading edge city and lead to changes that make the local economy more diverse and resilient.
- Objective 11: Engage in programs which support increased entrepreneurial activity in the community.

# COUNCIL PRIORITY

## *Provide Safe & Livable Neighborhoods*



### GOALS

1. Enhance networks that sustain community partnerships.
2. Ensure a safe and livable community by providing quality public safety services.
  - a. Improve community safety
  - b. Prevent incidents that lead to community problems
  - c. Enhance customer service and response time benchmarks
  - d. Sustain and enhance the quality of life in our neighborhoods
  - e. Support special events, community activities and the revitalization of our business districts.
3. Protect and invest in parks, streets, community assets and infrastructure.

### OBJECTIVES

#### **Goal 1. Enhance networks that sustain community partnerships.**

Objective 1: Ensure a connected community by improving neighborhood and local government interaction.

#### **Goal 2. Ensure a safe and livable community by providing quality public safety services.**

Objective 2: Improve community safety.

Objective 3: Prevent incidents that lead to community problems.

Objective 4: Enhance customer service and response time benchmarks.

Objective 5: Sustain and enhance the quality of life in our neighborhoods.

Objective 6: Support special events, community activities and the revitalization of our business districts.

#### **Goal 3. Protect and invest in parks, streets, community assets and infrastructure.**

Objective 7: Maintain and value the attraction of Reno's assets.

Objective 8: Prioritize public investment in maintaining neighborhoods and existing infrastructure and facilities.