



C I T Y O F
RENO
Memorandum

DATE: April 25, 2025
TO: Mayor and City Council
THROUGH: Jackie Bryant, City Manager
FROM: Carissa Bradley, Strategic Initiatives Manager
Calli Wilsey, Policy and Strategy Director
DEPT: Office of Policy and Strategy
SUBJECT: 2025 Community Survey – Closing in one week

The 2025 Community Survey is wrapping up on Wednesday, April 30, 2025. We have received nearly 2,700 responses as of the afternoon of April 23. This memo serves two purposes: 1) to inform Council and staff of the upcoming survey deadline and 2) request help in pushing out the survey to constituents in the final days.

Closing Procedures and Next Steps

The survey will close April 30, 2025, at midnight with no exceptions. After this deadline, staff will begin analyzing the survey findings, including the open response sentiments. Staff plans to share the final report near the end of summer in advance of a strategic planning workshop with Council.

If you receive calls or questions regarding the community survey after May 1, please let your constituents know that:

1. The survey is closed, and a full report will be presented to the public later this summer.
2. A press release and newsletter with major findings will be circulated by the City via our newsletters. They can sign up here: <https://www.reno.gov/how-do-i/sign-up-for/newsletters>
3. There are many opportunities to provide additional feedback on specific City initiatives through traditional communication channels that can be found on: <https://www.reno.gov/community/engage-reno>
4. There will be additional opportunities for the public to engage with the City's strategic planning process that will be shared later through the City's newsletters.

5. Staff's intention is to conduct this sort of survey on an annual or biannual basis and would love them to participate in future survey opportunities.

Call to Action

Staff is requesting Council help get the word out to constituents over the next week. It is essential that the City hear from as many people as possible before the deadline. Please encourage community members to take the survey by visiting our website www.Reno.Gov/CommunitySurvey.

As a reminder, the City is committed to making the survey accessible to all community members.

- Available in four languages (English, Spanish, Chinese, and Tagalog)
- Additional translation services are available by emailing StrategicPlan@reno.gov
- Paper surveys are available on the first floor of City Hall, Evelyn Mount Northeast Community Center, Neil Road Community Center, Moana Springs Aquatic and Fitness Center, Northwest Pool, and Reno Municipal Court