




C I T Y O F
RENO
Memorandum

DATE: October 7, 2025

TO: Mayor and City Council

THROUGH: Jackie Bryant, City Manager 

FROM: Carissa Bradley-Cusack, Strategic Initiatives Manager

DEPT: Office of Policy and Strategy

SUBJECT: October 8, 2025 City Council Meeting, Item C.2 2025 Community Survey Findings Report Correction

This memo has been prepared to provide Council with the corrected 2025 Community Survey Findings Report for item C.2 on October 8, 2025 City Council meeting. The report contained a denominator error in eight charts. This occurred because the data was summarized by total responses instead of unique respondents, which misrepresents how common each response was across the respondents. This change does not create significant changes in interpreting the data.

The corrected charts are located on pages 13, 14, 18, 19, 20, 21, and 34.


2025



City of Reno Community Survey

Findings Report

A Summary of Community Input
Guiding Our Future



**Your city.
Your voice.**





Community Survey Findings Report



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Community Survey Findings Report



Executive Summary

In spring 2025, the City of Reno conducted a citywide community survey to better understand resident perceptions, priorities, and experiences with municipal services. Administered from March 3 through April 30, the survey yielded 3,247 valid responses, reflecting a diverse cross-section of the Reno community. The insights collected are intended to inform strategic planning, service delivery, and civic engagement efforts over the next three to five years. The intent is for a similar style survey to be administrated in 2027 to evaluate the City's progress. This data should be treated as a baseline.

Key Findings

Respondents view Reno favorably as a place to live, visit, and work. However, satisfaction was significantly lower regarding public transportation, walking and micromobility options, and the downtown experience. These findings point to clear opportunities to enhance connectivity, safety, and downtown.

Satisfaction with City services varied across departments. Emergency services, particularly fire and 911, earned the highest marks. Respondents also expressed support for recreation programs and customer service they receive from employees. Lower satisfaction levels were noted for traffic flow management, code enforcement, and neighborhood issue reporting, suggesting a need for more responsive and user-friendly service systems.

When asked to identify their perspective on the most important services the government provides, respondents most frequently selected emergency response, neighborhood safety, and public infrastructure. Similarly, when looking to the future, respondents identified infrastructure, public safety, and environmental protection as top priorities. While these themes reflect core municipal functions, respondents also noted concerns about homelessness, housing affordability, and downtown revitalization in both closed and open-ended responses.

Civic participation levels were encouraging with over 96% of respondents reported voting in the last local election, and nearly half had attended a public meeting or contacted a public official. However, deeper involvement, such as serving on a board or commission, remains limited. Participation in City-sponsored events is highest for special events and recreation programs, with residents expressing interest in expanding these offerings.

Barriers to engagement center on access to information and scheduling conflicts. While nearly half of respondents feel informed about City operations, a majority expressed neutrality or dissatisfaction, underscoring the need for clearer, more accessible communication. Email and the Reno.gov website remain the most preferred sources for City updates, followed by social media.



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Finally, analysis across wards revealed both shared concerns and unique community identities. While emergency services and infrastructure were top concerns citywide, individual wards elevated issues such as homelessness (Ward 3), traffic (Ward 4), and cultural programming (Wards 1 and 5). These variations underscore the importance of localized strategies in responding to community needs.

The 2025 Community Survey reflects a strong foundation of civic pride and engagement, while also highlighting areas for growth. As the City of Reno charts its strategic direction, this input will help ensure that investments, policies, and programs reflect the values and aspirations of the people the City serves. The City remains committed to using this feedback to inform transparent decision-making, foster equitable outcomes, and strengthen community trust.

Purpose and Methodology

The City of Reno conducted the 2025 Community Survey from March 3 through April 30 to better understand the needs, experiences, and priorities of residents. The survey is a key tool in guiding the City's planning efforts and ensuring that resident input shapes the future of our community. By gathering feedback directly from the public, the City aims to identify what's working well, where there are opportunities for improvement, and how we can better align services, infrastructure investments, and community programming with resident expectations.

The City's survey outreach campaign was multifaceted, spanning in-person outreach, media coverage, and digital communications. Partnerships with over 22 community organizations helped reach underrepresented groups and reinforce inclusive participation.

The survey received 3,247 responses. Four surveys submitted after the April 30 deadline were excluded from the final analysis to preserve the integrity of the reporting window. While the survey was open to anyone, responses reflect a broad cross-section of individuals who chose to participate and share their perspectives on city life and services. The survey was collected online using Microsoft Forms with paper surveys available at six City locations, including City Hall, Evelyn Mount Northeast Community Center, Moana Springs Community Aquatic and Fitness Center, Northwest Pool, Neil Road Recreation Center, Reno Municipal Court.

In analyzing the data, responses marked as "Don't Know" or "Refuse to Answer" were excluded from most charts and graphs to better highlight trends among respondents who provided a clear opinion.



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Outreach Methods

To maximize awareness and drive community participation in the survey, the City of Reno implemented a comprehensive outreach strategy using both owned and earned media. This included consistent promotion across the City's social media platforms, which collectively reach over 150,000 users. The City also issued a press release to local media outlets and hosted a media availability to encourage news coverage, resulting in more than 41 story placements. Furthermore, the City collaborated with local media partners to conduct targeted outreach to Reno's Spanish-speaking community, reaching a combined 39,000 followers.

To further extend the survey's reach, two email newsletters were sent to subscribers, reaching over 33,000 community members directly. E-newsletters received an average open rate of 50 percent.

In support of community partners helping to amplify the message and encourage participation, the City developed a digital toolkit featuring sample posts and shareable graphics in both English and Spanish. Additionally, posters and flyers were distributed throughout City facilities, especially in high-traffic public areas.

Community Partnerships

To support and promote the 2025 Reno Community Survey, the City executed a comprehensive and inclusive outreach strategy that combined in-person engagement, targeted digital communications, and strategic partnerships. These efforts effectively broadened awareness and participation across a diverse cross-section of the Reno community.

The outreach team participated in over 40 community events and meetings citywide, including high-visibility gatherings such as Reno Earth Day, the Farmers Market, Biggest Little Cleanups, and Community Tennis Day. These events provided direct interaction with constituents, allowing staff to share survey information, answer questions, and gather insightful community feedback.

To further extend outreach, formal invitations were sent to all board and commission liaisons, resulting in presentations to key bodies such as the Civil Service Commission, Public Arts Committee, Senior Citizen Advisory Committee, Access Advisory Committee, and Neighborhood Advisory Boards that held meetings during the distribution timeline.



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A major outcome of the campaign was the successful engagement of 22 pledge partners representing sectors across the community, including:

- **Education:** Truckee Meadows Community College, University of Nevada, Reno's Dean's Future Scholars
- **Healthcare:** Molina Healthcare, Silver Summit Health Plan, Center for Healthy Aging
- **Nonprofits & Advocacy:** Awaken, Tu Casa Latina, Our Story Inc., Nevada Youth Empowerment Project, Catholic Charities of Northern Nevada, Neighbor Network of Northern Nevada, Reno Food Systems, Truckee Meadows Tomorrow
- **Cultural Organizations:** Arts for All Nevada, Indian Association of Northern Nevada, One APIA Nevada (Asian Pacific Islander Americans), Asian Community Development Council, Reno Little Theater
- **Economic Development & Business:** Economic Development Authority of Western Nevada, Reno-Sparks Chamber of Commerce, Sierra Nevada REALTORS, Great Basin Federal Credit Union

These partners were featured on a dedicated campaign webpage and supported the initiative by amplifying messaging within their networks. Resources were distributed to these locations including flyers, paper surveys, and pre-written content.





Reno Community Perceptions

This section summarizes residents' perceptions of the Reno, Nevada across a range of quality-of-life dimensions. Respondents were asked to rate Reno using a five-category scale of "very good" to "very poor" on attributes such as livability, economic opportunity, sense of community, and transportation. The results provide insight into how residents experience Reno in their daily lives and highlight areas of strength as well as opportunities for improvement. The analysis includes only those who provided an opinion, excluding "don't know" or "refused to answer" responses.

The highest levels of satisfaction with perceptions of Reno, based on the combined percentage of "good" and "very good" responses among respondents who had an opinion, were reported for Reno as a place to live (63.6%), visit (56.7%) and work (51.5%). Other positively rated items included Reno as a place to vacation (46.5%) and retire (46.4%).

Perceptions were more mixed for areas such as economic opportunities, sense of belonging, and raising a family, each with about one-third of respondents selecting "acceptable" and less than half rating them positively.

The lowest satisfaction levels were observed for travel by public transportation (10% "good" or "very good"), travel via micromobility options (19.7%), and travel by walking (16.3%). Perceptions of downtown also skewed negative, with only 9.3% rating it as "good" and 1.3% as "very good," while 65.3% rated it "poor" or "very poor."

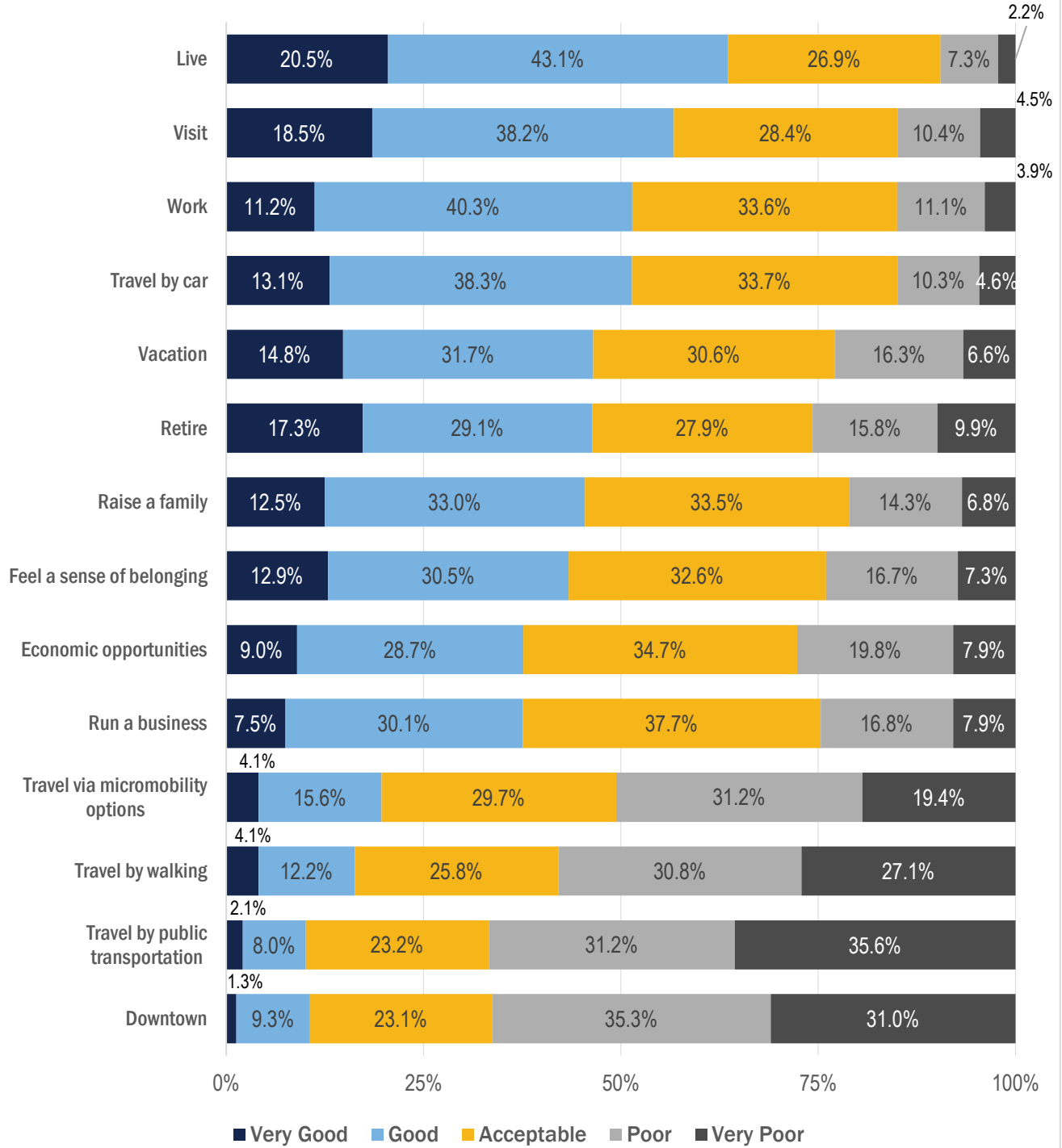
These findings indicate that while respondents generally view Reno favorably as a place to live, retire, and work, they express concerns around accessibility, transportation, and the downtown experience.



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Reno Community Perceptions "Reno as a place to..."



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Evaluation of City Services

This section presents resident feedback on a variety of City services. Respondents were asked to rate services such as public safety, infrastructure, code enforcement, and recreation on a five-category scale of “very good” to “very poor”. They were also asked to provide input on broader community issues, including accessibility and government service delivery. Percentages reflect the share of respondents who described services as “very good” and “good” among those who answered. The findings offer a snapshot of perceived service quality and help identify areas of strength and areas that may benefit from further attention across the City of Reno.

The highest levels of satisfaction with City services, based on the combined percentage of “very good” and “good” responses of those who offered an opinion, were reported for fire services (72.1%), 911 services (62.5%), and city activities (53.3%). Other services with most positive ratings included customer service from City staff (51.3%).

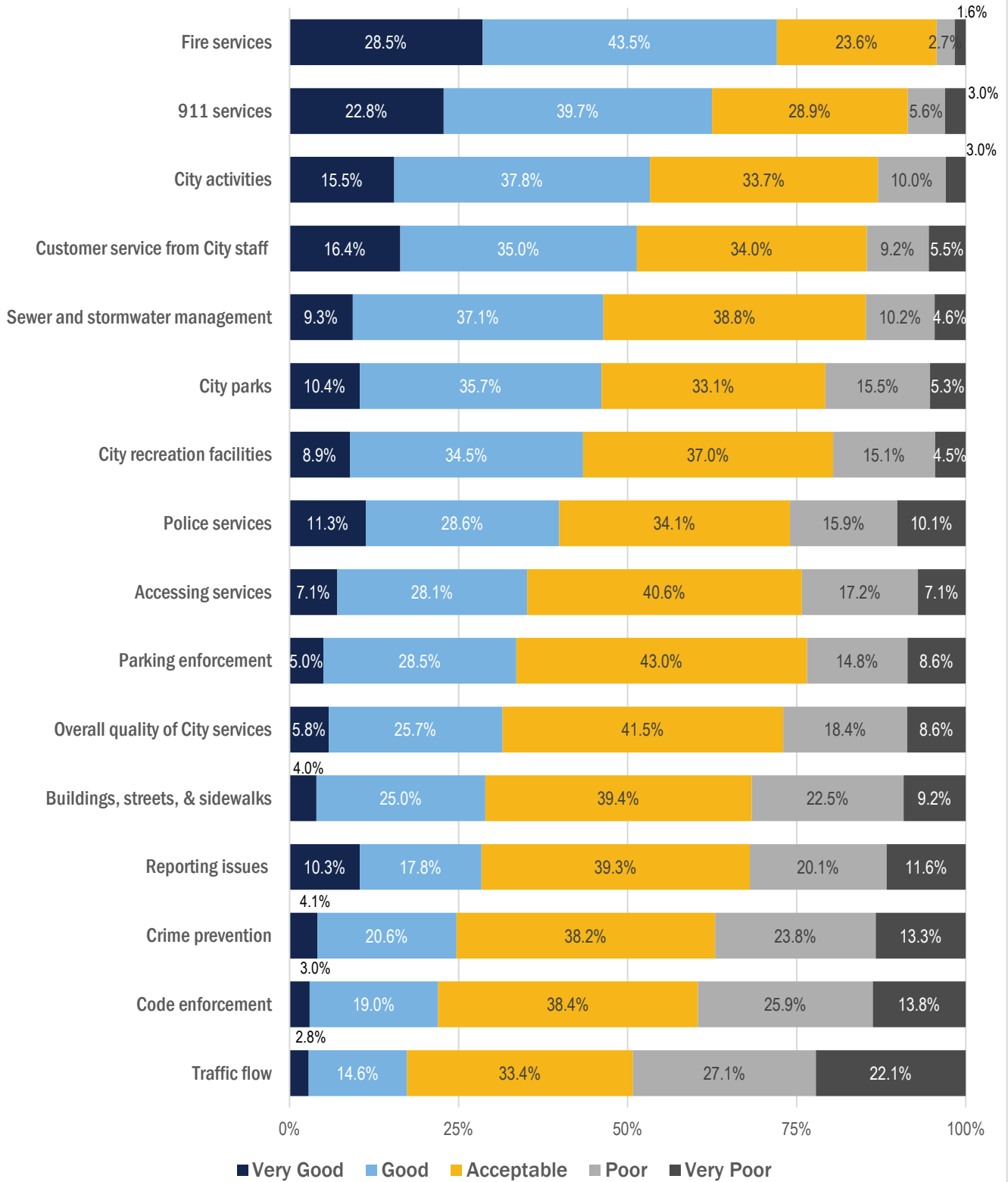
Services with more mixed or neutral ratings included police services (39.9% positive), sewer and stormwater management (46.4%), and City recreation facilities (43.4%). Parking enforcement (33.6%) and reporting issues in your neighborhood (28.1%) each demonstrated over one-third of responses falling in the “acceptable” category.

The lowest levels of satisfaction were observed for traffic flow and code enforcement, both of which had relatively high “poor” and “very poor” ratings, totaling 49.2% and 39.6% negative responses, respectively. Crime prevention also received a high proportion of dissatisfaction (37.1%).

The overall quality of City services was 31.5% positive. These results suggest that respondents are most satisfied with emergency response and recreation services, while areas such as traffic, parking and code enforcement, and issue reporting represent opportunities for improvement.

Community Survey Findings Report

Quality of City Services

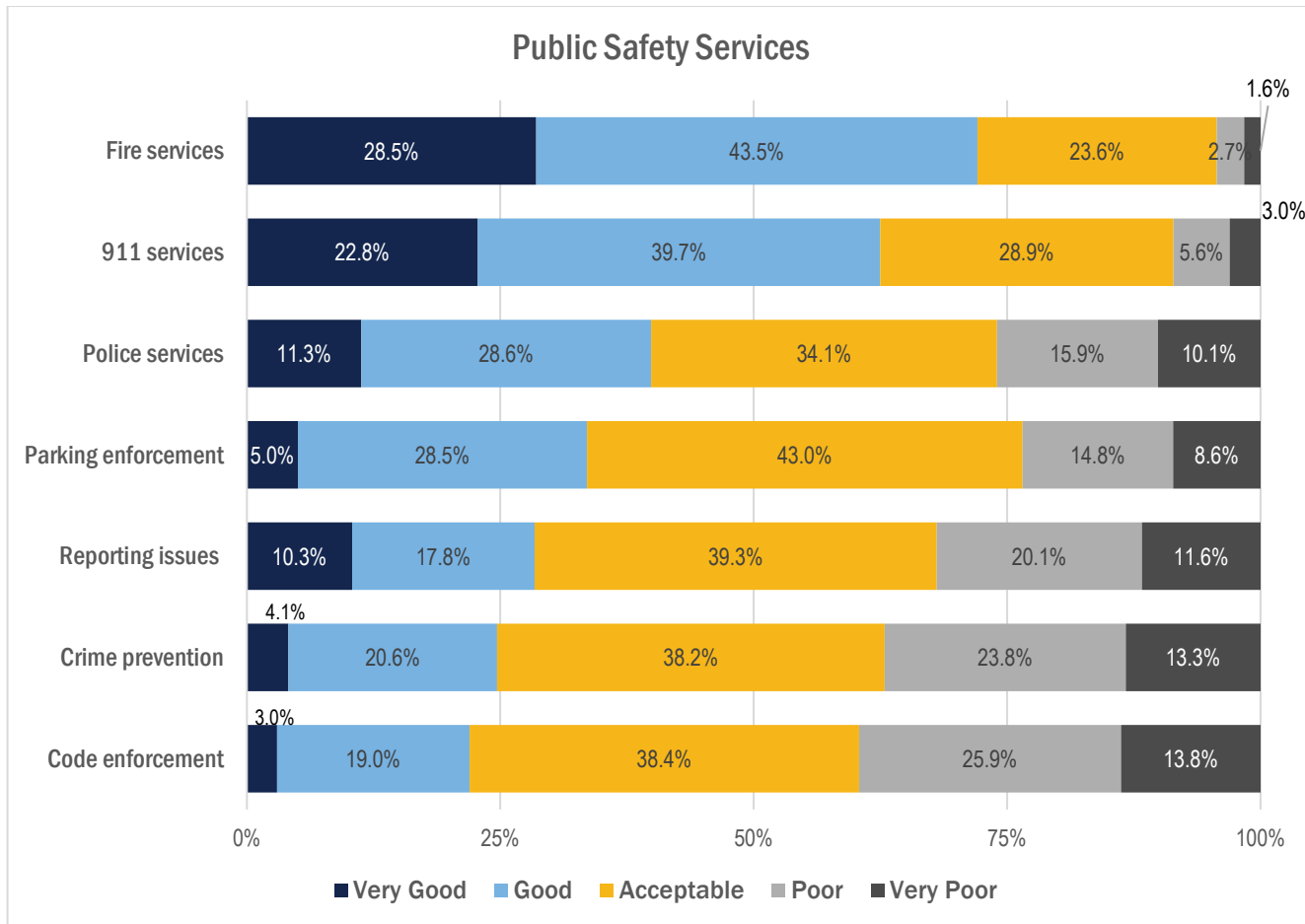


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Public Safety Services

There were seven questions relating to the City’s public safety services, ranging from parking enforcement to dispatch services. These trends are represented below.



Satisfaction was highest for fire services (72.1% “very good” or “good”) and 911 services (62.5%). Police services received mixed reviews, with 39.9% positive and 26.0% negative ratings. It’s important to note that about 16% and 36% of respondents indicated “don’t know” for fire and 911 services respectively indicating less familiarity or experience dealing with these services.

Services like crime prevention, code enforcement, parking enforcement, and reporting neighborhood issues showed more moderate satisfaction, with fewer than 35% rating them positively and over a quarter rating them negatively.

These results highlight strong approval of emergency response services, while perceptions of enforcement and neighborhood responsiveness were more divided.

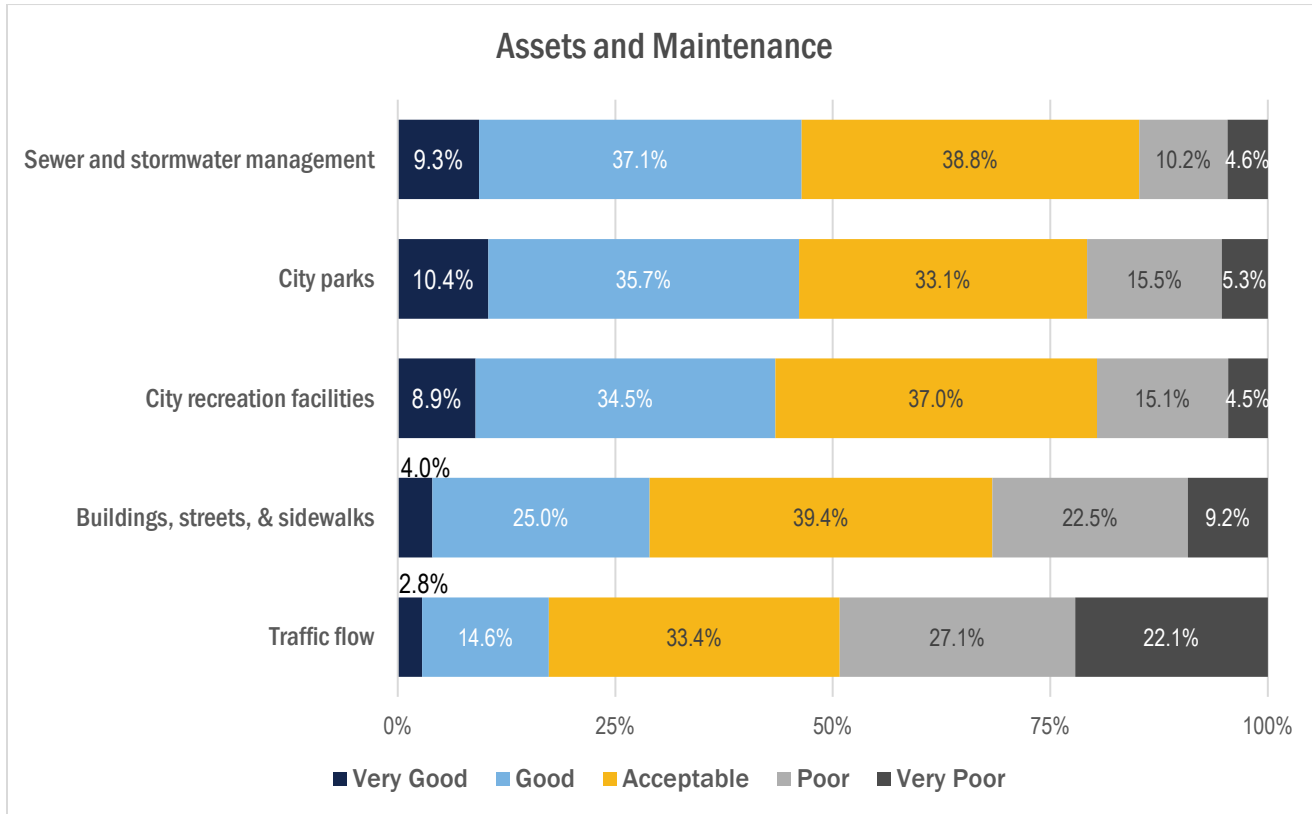


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Assets and Maintenance

Questions related to assets the City of Reno owns or maintains were categorized below ranging from parks and recreation facilities to stormwater management.



Overall, sewer and stormwater management and City parks received the most favorable ratings, with 46.4% of respondents rating each as either “good” or “very good.” City parks followed closely behind at 46.1% positive ratings.

In contrast, buildings, streets, and sidewalks received lower ratings, with only 29% of respondents rating them positively and 31.7% identifying them as “poor” or “very poor.”

Traffic flow emerged as the most significant area of concern, with just 17.4% of respondents rating it positively and nearly half (49%) rating it negatively, including 22.1% who selected “very poor.” Across all categories, a notable portion of respondents selected “acceptable,” indicating that many residents may view these services as meeting minimum expectations but leaving room for improvement.

These results suggest a need for continued investment in transportation infrastructure and street maintenance while maintaining positive momentum in park and stormwater system management.

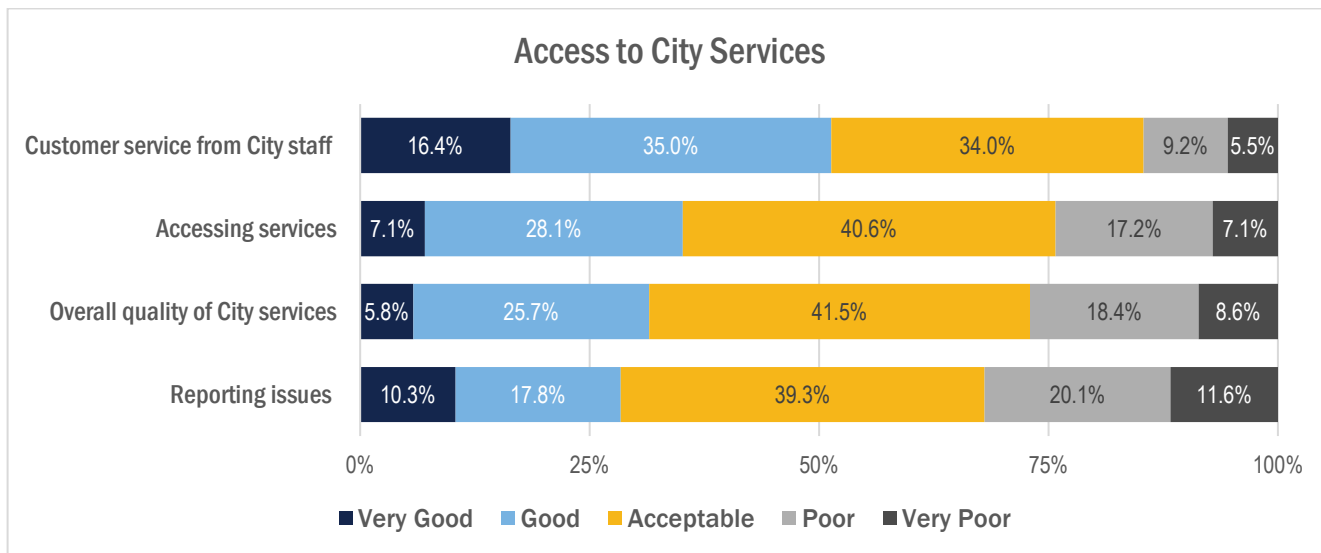


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Access to City Services

Questions relating to non-public safety or maintenance services are grouped below.



Ratings for customer service from City staff were also positive, with 51.4% indicating “very good” or “good.”

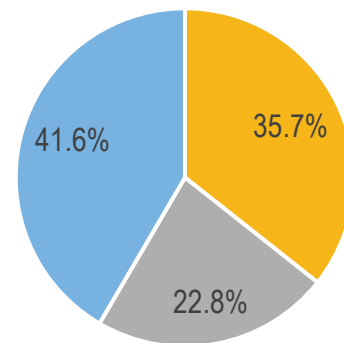
Both accessing services and overall quality of City services had similar profiles, with around 34%–35% positive ratings and 41.5% marked as “acceptable.” Negative ratings for these services ranged between 24–27%.

Reporting issues in your neighborhood had the lowest satisfaction, with only 28.1% rating it positively and 31.7% indicating dissatisfaction (“poor” or “very poor”).

Overall, many residents’ view customer-facing services and language access favorably but there is room for improvement in responsiveness and ease of access.

The largest share of respondents (41.6%) reported that they are not familiar with Reno Direct, the City’s service request and information platform. Just over one-third (35.7%) indicated that they are very familiar with the service, while 22.8% said they have heard of it but have not used it. These findings suggest that while a portion of the community is well-acquainted with Reno Direct, there remains an opportunity to raise awareness and increase engagement among those who are unfamiliar or have yet to use the service.

Reno Direct Familiarity



- Yes, I am very familiar with Reno Direct.
- Yes, I have heard of Reno Direct but have not used it.
- No, I am not familiar with Reno Direct.

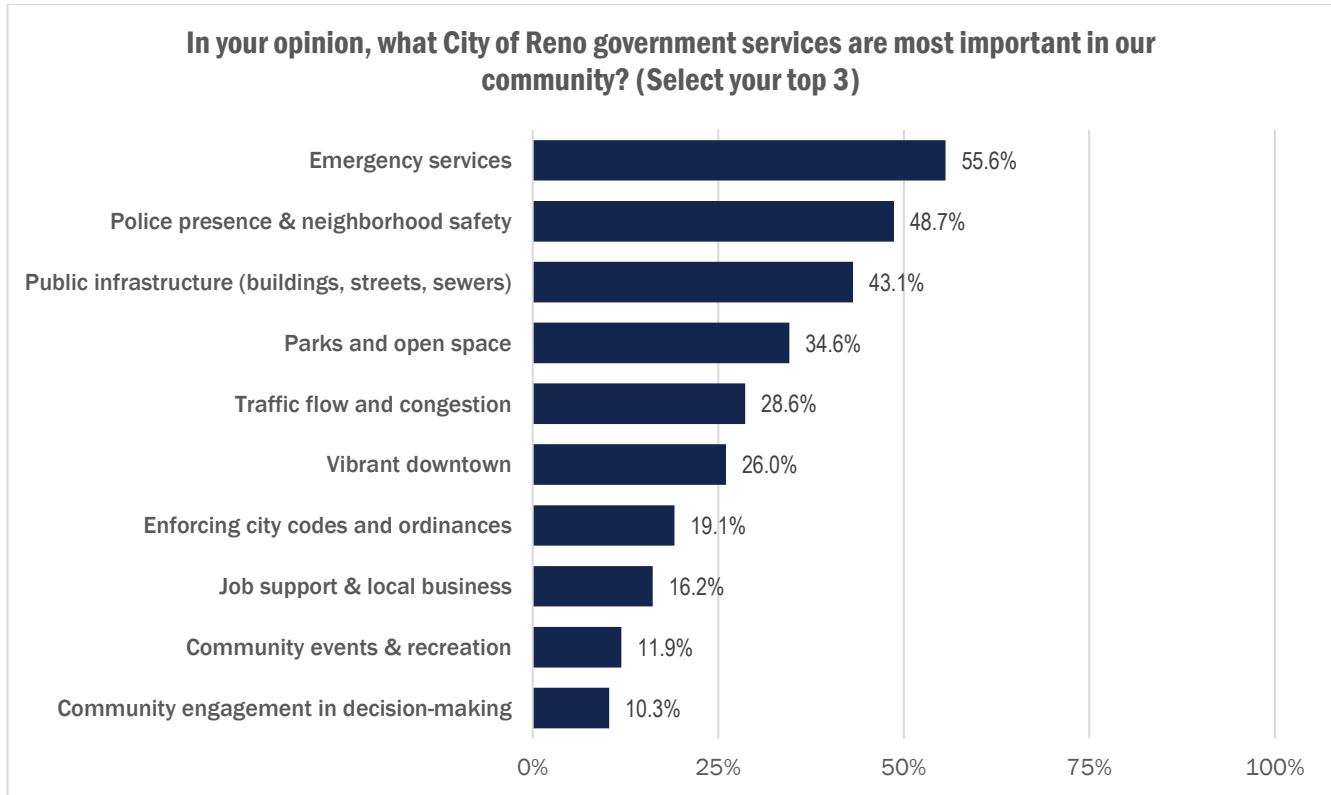


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Importance

Survey participants were asked to select three of the most important government services from their perspective.



Emergency response services (like fire, dispatch, and ambulance) were rated most important, selected by nearly 56% of respondents. This was closely followed by police presence and neighborhood safety (48.7%) and public infrastructure (including streets, sewers, and buildings) at 43.1%. Other frequently selected priorities included parks and open space (34.6%) and traffic flow and congestion (28.6%). Services such as community engagement and decision-making, community events and recreation, and job support for local businesses received lower levels of prioritization, each with fewer than 20% of respondents making these selections.

Overall, the results suggest residents place the highest value on essential safety and infrastructure-related services.

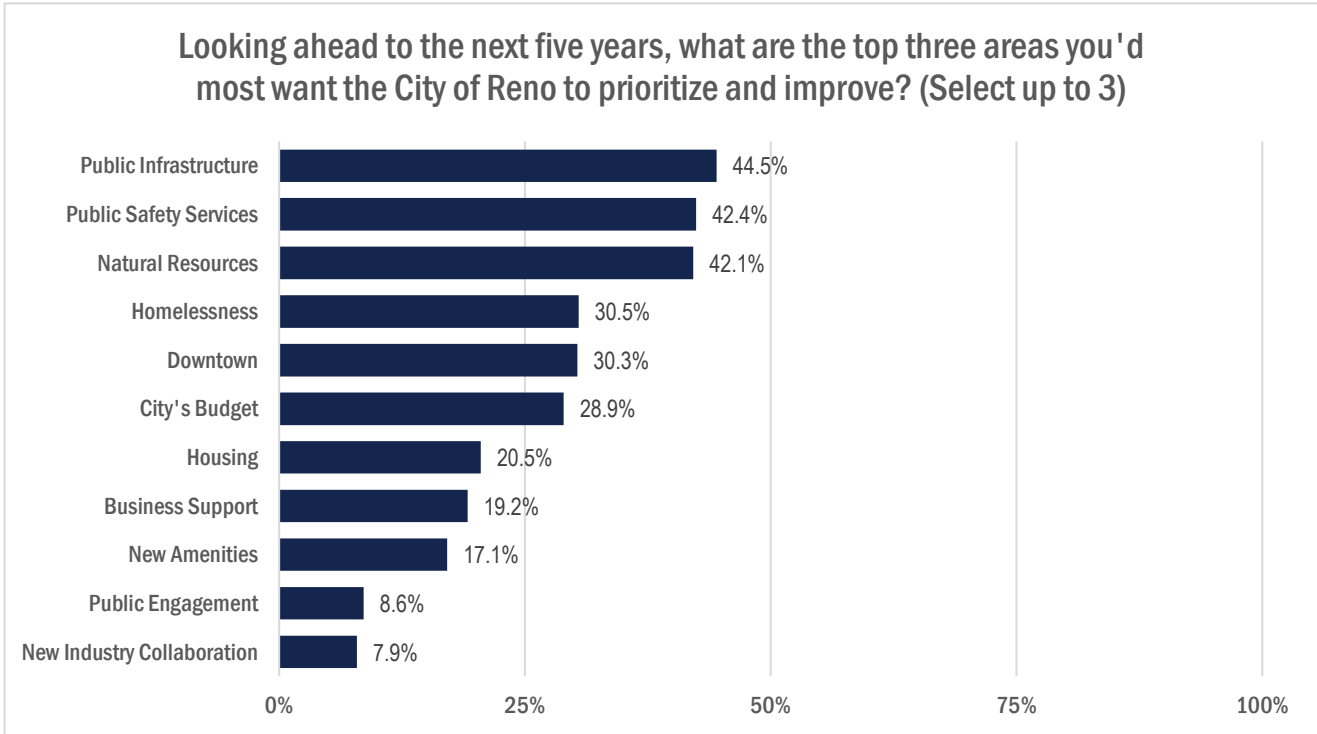


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Community Priorities

This question was included to better understand community priorities. By asking respondents to select the top three areas they believe the City of Reno should focus on over the next five years, the survey aimed to identify which services, issues, or initiatives matter most to the public. These insights help inform decision-making, align city goals with resident needs, and ensure that resources are directed toward areas of greatest perceived impact.



Top priorities for the City of Reno over the next five years identified by respondents include maintaining and improving public infrastructure, sustaining public safety services, and protecting the natural environment. Each of these areas received around 42% of total responses, indicating strong collective support. Services related to homelessness, downtown, and fiscal management also emerged as notable concerns, each chosen by approximately 30% of respondents.



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Open Response

To complement the structured survey questions, respondents were invited to share additional thoughts through an open-ended question. This approach was included to provide space for respondents to express priorities, concerns, or ideas that may not have been captured in the predefined survey items. Open responses offer valuable qualitative insight into community sentiment, highlight emerging issues, and give voice to diverse perspectives across the city. While this data is not statistically generalizable, it helps illustrate the context behind residents' views and highlights themes that can inform future planning and engagement efforts.

Many comments express a desire for more thoughtful housing and development practices, with requests to balance new construction with neighborhood character, enforce zoning standards, and encourage the use of existing buildings rather than building “repetitive, uninspired apartment complexes”.

A strong theme emerged around revitalizing downtown and midtown areas, including requests for cleaner public spaces, better upkeep of the River Walk, and measures to control noise, reckless driving, and crime.

Respondents also frequently mention the need for enhanced public safety, focusing on increased police staffing, better visibility downtown, and more proactive enforcement of laws that affect neighborhood quality of life, such as noise ordinances and illegal street racing.

There is consistent support for improving transportation options, with suggestions for safer, more connected bike lanes, expanded public transit, and improved walkability throughout the city.

Many people emphasized the value of parks and recreation, asking for more green spaces, well-maintained trails, and recreational opportunities for residents of all ages.

A smaller theme included the importance of government accountability and transparency, asking City Hall to be more accessible, to listen more actively to constituents, and to follow through on community advisory processes.

Some responses focused on general service improvements, using broad language encouraging the City to simply do better in all areas, while a few touched on unique or unrelated topics that fell outside municipal responsibility.

For the full list of open-ended responses, visit <http://www.Reno.Gov/CommunitySurvey>.





Evaluation of Civic Participation Efforts

This section explores residents' experiences with and perceptions of civic participation in the City of Reno. Questions addressed familiarity with the City's community engagement and communication practices. The objective of this section is to understand how connected residents feel to their local government and community and to identify potential barriers or opportunities to strengthen civic engagement across the city. The findings provide insight into how residents access information, express their opinions, and contribute to shaping the future of Reno.

Civic Participation

Respondents were asked to consider their participation in various civic engagement opportunities over the last six months.

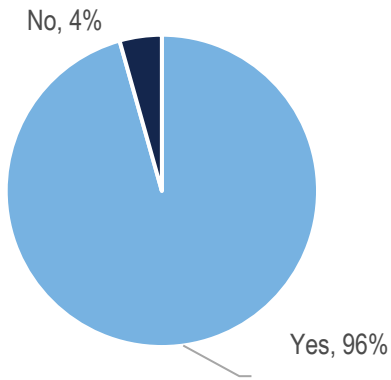
The data on civic participation shows a range of engagement levels across different activities. Voting in the last election had the highest participation, with 96% of respondents reporting that they voted. Other forms of civic involvement were less common: 49% of respondents said they had contacted a public official, and 47% had attended a public meeting. About 31% reported volunteering at a City event. More formal or structured participation had significantly lower engagement, only 3% had served on a board or commission, and just 58 respondents had participated in the Reno Constituents Institute (RCI). These findings suggest that while traditional civic actions like voting are widely practiced, opportunities requiring greater time commitment or deeper involvement attract much lower levels of participation.



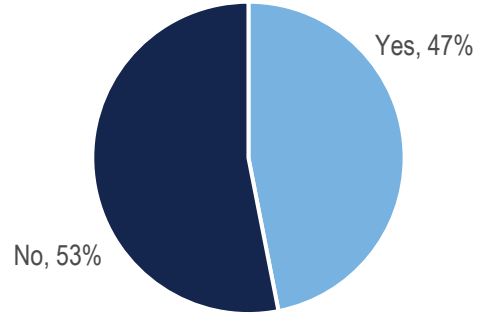
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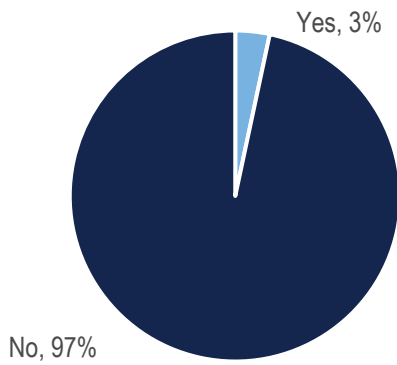
Voted in Last Election



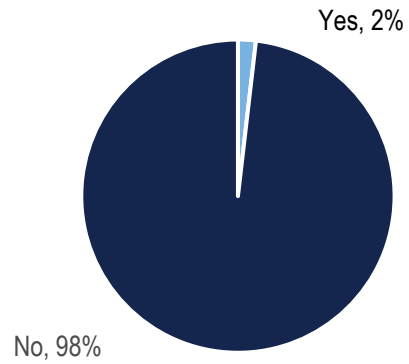
Attended a Public Meeting



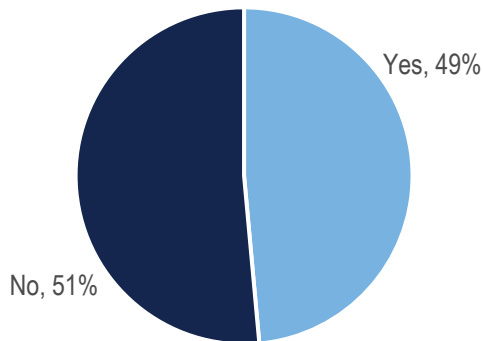
Served on a Board or Commission



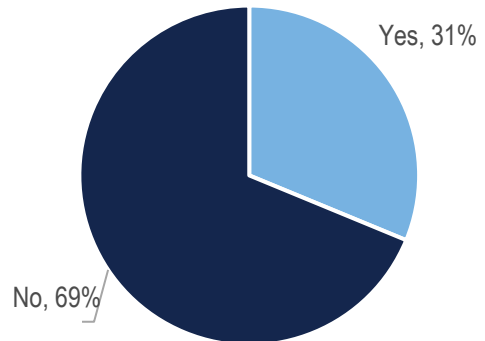
Participated in Reno Constituents Institute



Contacted a Public Official



Volunteered for a City Event



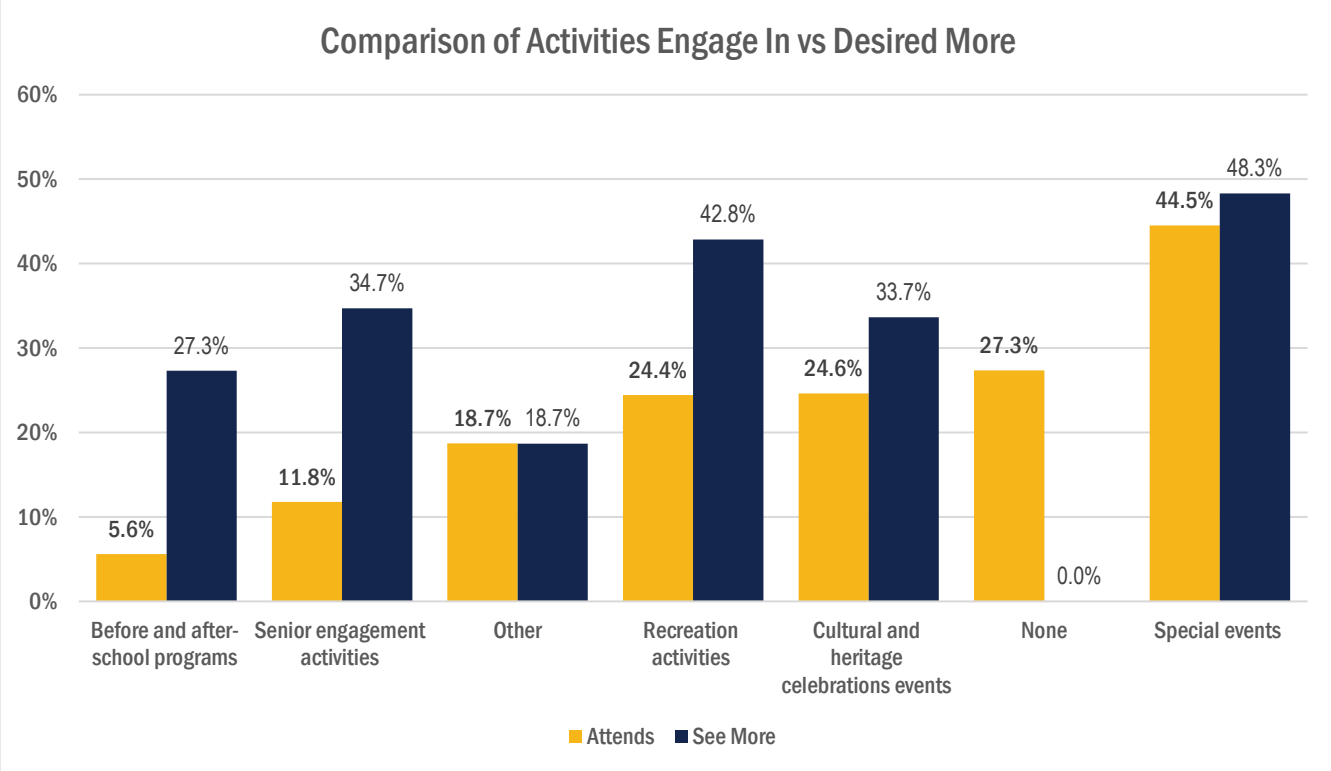


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City Activities

Respondents were asked what City-sponsored activities they have attended and what activities they'd like to see more of in Reno.



The data shows that while special events have the highest participation rate (44.5%), there's still strong interest in seeing more of them (48.3%), reinforcing their popularity. Youth before and after school programs and senior engagement programs also show a notable gap between current engagement and demand (21.7% and 22.9%, respectively), suggesting these offerings could be expanded to meet community interest. Recreation activities followed special events in community interest in seeing more offerings.

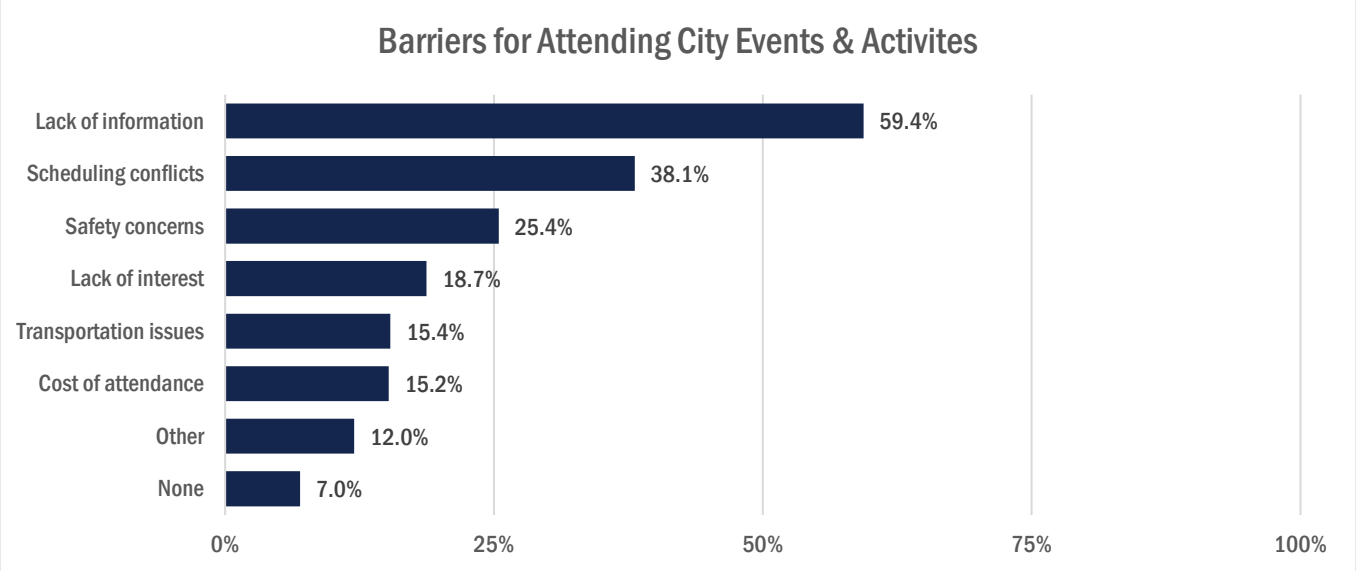


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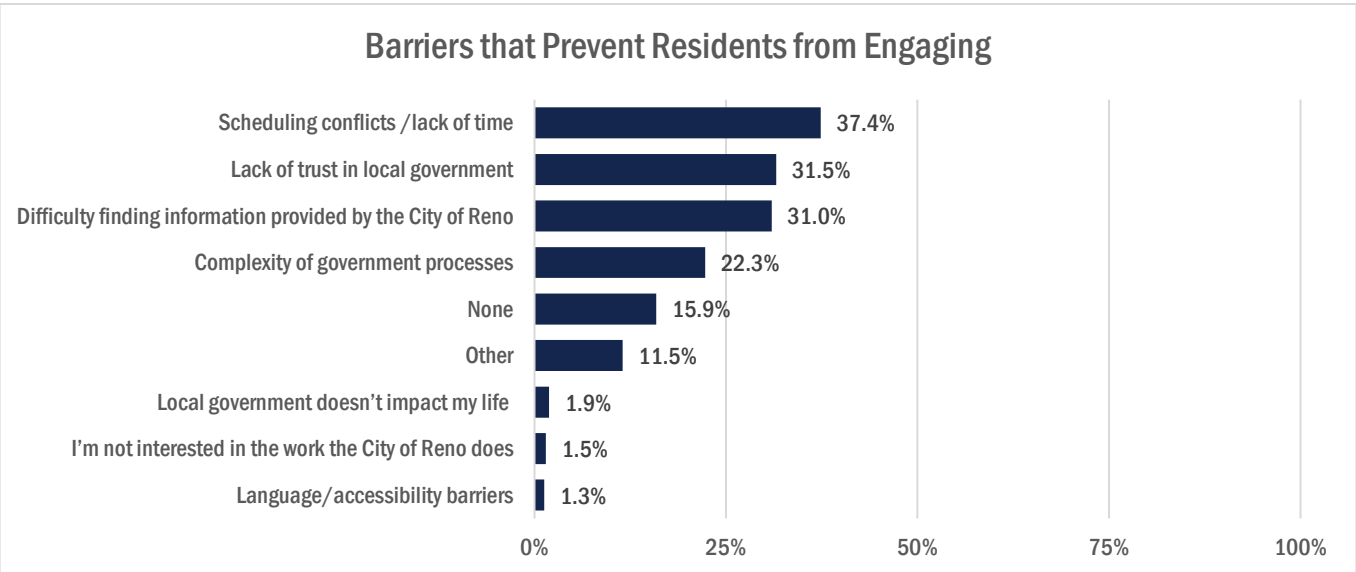


Barriers to Engagement

Respondents were asked about any barriers that prevent them from attending City-sponsored events and engaging with the City in general.



The top barriers to attending city events and activities are centered on awareness and logistics. The most frequently cited issue was a lack of information or knowledge about events, reported by over 59.4% of respondents. Scheduling conflicts were also a major obstacle, followed by safety concerns. Other barriers included disinterest, transportation challenges, and cost, although these were cited less often.



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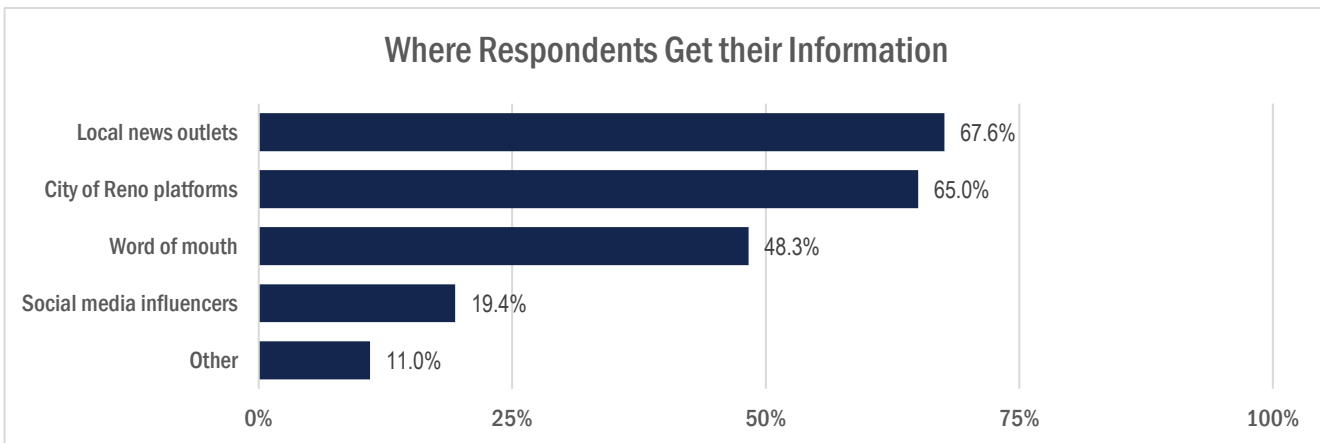
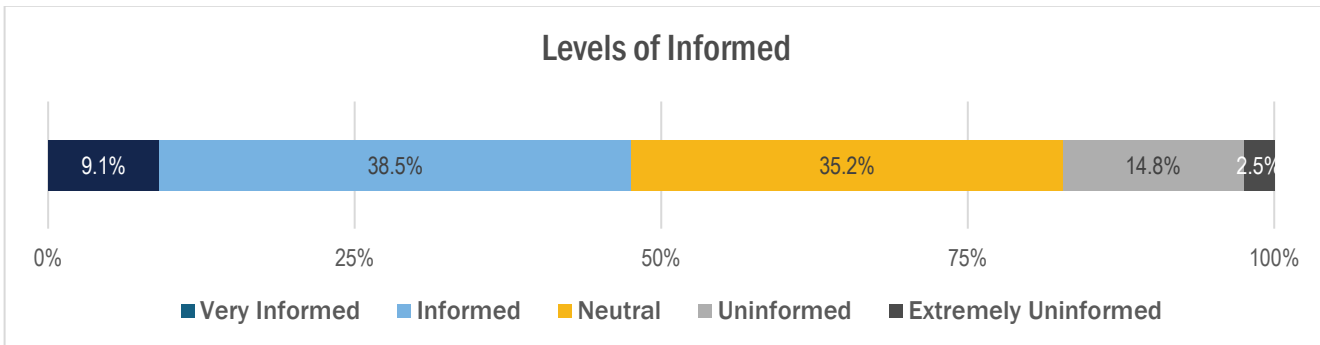
Similarly, when asked about barriers to engaging with local government more broadly, respondents most often cited lack of time, distrust in local government, and difficulty finding information. Complexity of government processes was also a concern. Less frequently mentioned were lack of relevance or interest in city government work, and language or accessibility barriers. These findings highlight the need for more accessible, transparent, and well-communicated engagement opportunities.

Feelings of Being Informed

Just under half of respondents (47.6%) feel informed or very informed about City services and operations.

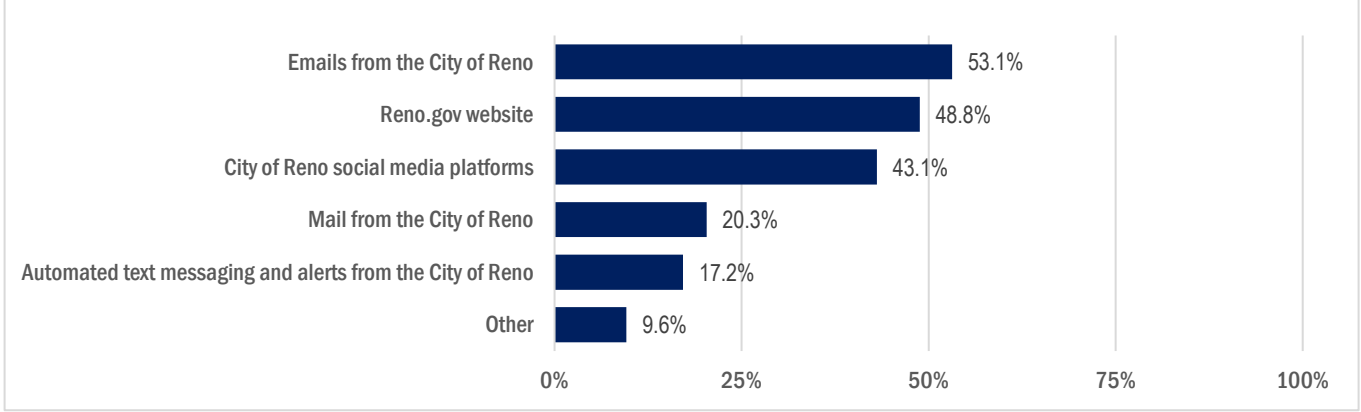
Local news outlets (67.6%) and the City’s digital channels (65%) are the most common information sources. Word of mouth (48.3%) and social media influencers (19.4%) play smaller roles, while only 11% cited “other.”

Respondents most commonly prefer emails (27.6%) and the City’s website (25.4%) as their primary communication sources. Social media platforms follow closely behind, with less preference for traditional mail or text alerts.

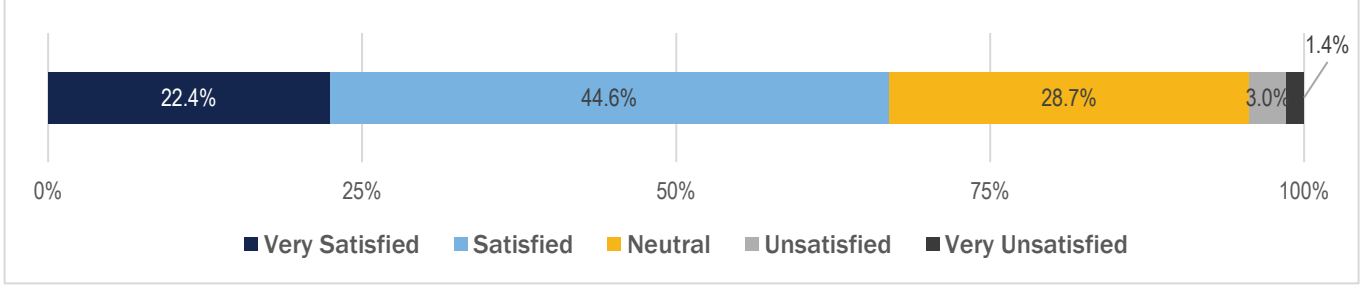


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Preferred Communication Channels



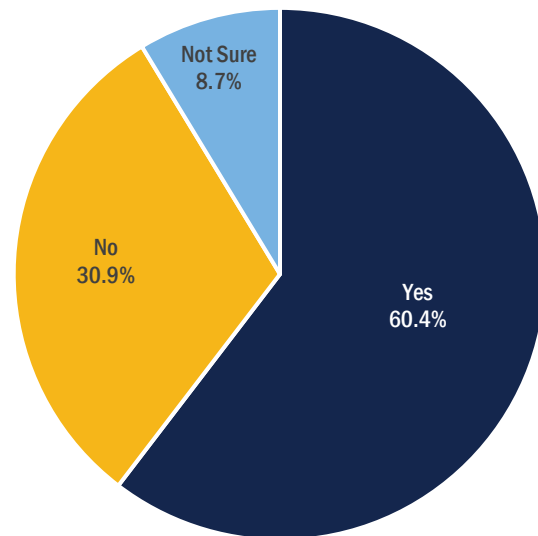
Satisfaction with Clarity and Accessibility of Communications



Overall satisfaction is relatively high, with 67% of respondents reporting they are satisfied or very satisfied.

A majority (60.4%) of respondents are aware of the City’s language services, while 30.9% are not. A small percentage did not provide a response.

Awareness of Language Services

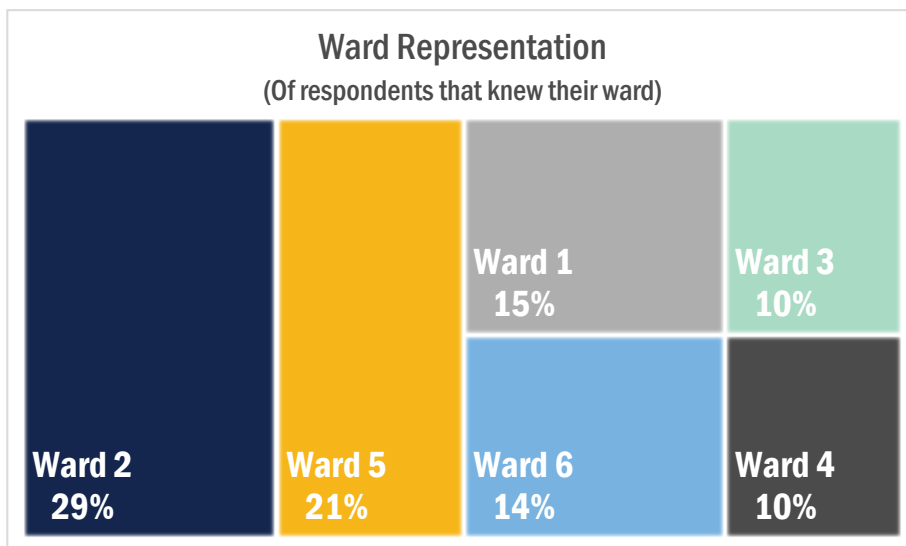


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Ward Profiles

This section provides a snapshot of community feedback across the City of Reno's six wards, based on survey response rates and key trends identified in each area. By examining responses by ward, the report aims to highlight how residents' experiences, priorities, and perceptions vary across different parts of the city.



Ward 1



Five-year Priorities

- 1 Natural Resources
- 2 Downtown
- 3 Public Infrastructure

Respondents in Ward 1 identified their top government service priorities as providing emergency response services like fire, dispatch, and ambulance (52.5%), providing a police presence to prevent local crime and improve neighborhood safety (50.3%), and maintaining and improving parks

and access to open space (41.8%). Looking ahead five years, respondents indicated the City should prioritize preserving and protecting the natural environment, including the Truckee River (48.3%); having a vibrant and welcoming downtown (39.3%); and maintaining and improving public infrastructure, such as streets and sidewalks (38.4%).

Civic engagement in Ward 1 was reflected in 96.6% of respondents voting in the most recent local election. In the past six months, 54.9% reported attending or watching a public meeting, 57.8% contacted or visited a public official, and 29.2% volunteered at a City-sponsored event. Smaller but meaningful percentages also reported serving on or applying for a City board (4.6%) and participating in or applying for the Reno Constituents Institute (2.3%).

When asked what types of City-sponsored activities they had attended in the past year, respondents most selected special events (51.4%), cultural and heritage celebrations (28.8%), and recreation activities such as kickball and yoga (24.3%). The engagement opportunities



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respondents would most like to see more of include special events (50.6%), cultural and heritage celebrations (39.0%), and recreation activities (36.7%).

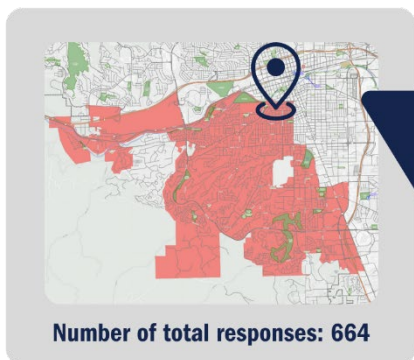
Common barriers preventing residents from attending City events included lack of information or knowledge about events (59.0%), scheduling conflicts (40.4%), and safety concerns (22.3%). When asked more broadly about what prevents them from engaging with the City at all, the most cited barriers were scheduling conflicts or lack of time (38.4%), lack of trust in local government (33.9%), and difficulty finding information (29.1%).

Respondents in Ward 1 primarily get information about City programs through the City of Reno’s website, social media, or newsletters (73.5%), local news outlets (65.0%), and word of mouth (52.5%). When asked which channels they prefer to stay informed, they selected the Reno.gov website (58.8%), emails from the City (55.4%), and City of Reno social media platforms (42.4%).

Among Ward 1 survey respondents, 83.2% reported living in Reno for more than six years. Of those who participated, 33% said they speak a language other than English at home, and 71.7% reported having a bachelor’s degree or higher. A majority of respondents identified their gender as female (54.2%) and their sexual orientation as straight (85.7%).

In terms of racial and ethnic identity, most respondents identified as White (76.6%), followed by Hispanic/Latino/a/x/e (7.1%) and Asian (3.4%). The age distribution among Ward 1 participants trends older, with 57.2% over the age of 55. The majority reported owning their home (63.3%) and most frequently fell within the \$75,000–\$149,999 income range (35.9%). A smaller share of respondents identified as active military or veterans (10.5%).

Ward 2



- Five-year Priorities**
- 1 Public Infrastructure
 - 2 Public Safety
 - 3 Natural Resources

Respondents in Ward 2 identified their top government service priorities as providing emergency response services like fire, dispatch, and ambulance (57.8%), providing a police presence to prevent local crime and improve neighborhood safety (49.1%),

and maintaining and improving public infrastructure including streets, sidewalks, and sewers (45.0%). Looking ahead five years, respondents indicated the City should prioritize maintaining and improving public infrastructure (47.9%), maintaining current levels of public safety services (45.3%), and preserving and protecting the natural environment, including the Truckee River (43.1%).



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Civic engagement in Ward 2 was reflected in 98.7% of respondents voting in the most recent local election. In the past six months, 54.4% reported attending or watching a public meeting, 59.4% contacted or visited a public official, and 25.8% volunteered at a City-sponsored event. Smaller but meaningful percentages also reported serving on or applying for a City board (4.1%) and participating in or applying for the Reno Constituents Institute (1.2%).

When asked what types of City-sponsored activities they had attended in the past year, respondents most commonly selected special events (44.1%), recreation activities such as kickball and yoga (27.9%), and cultural and heritage celebrations (25.1%). The engagement opportunities residents would most like to see more of include special events (46.5%), recreation activities (41.7%), and senior engagement activities like technology or cooking classes (33.9%).

Common barriers preventing residents from attending City events included lack of information about events (56.5%), scheduling conflicts (33.9%), and safety concerns (22.1%). When asked more broadly about what prevents them from engaging with the City at all, the most cited barriers were scheduling conflicts or lack of time (35.4%), lack of trust in local government (29.4%), and difficulty finding information (27.4%).

Respondents in Ward 2 primarily get information about City programs through local news outlets (72.4%), the City's website, social media, and newsletters (69.4%), and word of mouth (58.6%). When asked which channels they prefer to stay informed, they selected emails from the City (58.6%), the Reno.gov website (50.9%), and City of Reno social media platforms (38.9%).

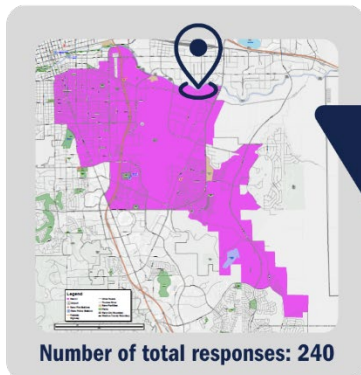
Among Ward 2 survey respondents, 90% reported living in Reno for more than six years. Of those who participated, 26.8% said they speak a language other than English at home, and 79.9% reported having a bachelor's degree or higher. A majority of respondents identified their gender as female (58.9%) and their sexual orientation as straight (90.9%).

In terms of racial and ethnic identity, most respondents identified as White (79.7%), followed by Hispanic/Latino/a/x/e (5.0%) and Asian (2.6%). The age distribution among Ward 2 participants trends older, with 64.8% over the age of 55. The majority reported owning their home (84.7%) and most frequently fell within the \$150,000–\$299,999 income range (37.2%). A smaller share of respondents identified as active military or veterans (8%).



Community Survey Findings Report

Ward 3



Five-year Priorities

- 1 Public Infrastructure
- 2 Homelessness
- 3 Natural Resources

Respondents in Ward 3 identified their top government service priorities as maintaining and improving public infrastructure (48.9%), providing emergency response services like fire and dispatch (44.6%), and maintaining and improving parks and access to open space (43.8%). Looking ahead five

years, respondents indicated the City should prioritize maintaining and improving public infrastructure (47.1%), providing services to individuals experiencing homelessness or housing insecurity (44.6%), and preserving and protecting the natural environment, including the Truckee River (39.2%).

Civic engagement in Ward 3 was reflected in 97.4% of respondents voting in the most recent local election. In the past six months, 51.5% reported attending or watching a public meeting, 45.3% contacted or visited a public official, and 27.85% volunteered at a City-sponsored event. Smaller but meaningful percentages also reported serving on or applying for a City board (3.4%) and participating in or applying for the Reno Constituents Institute (4.3%).

When asked what types of City-sponsored activities they had attended in the past year, respondents most commonly selected special events (51.7%), cultural and heritage celebrations (39.2%), and recreation activities such as kickball or aquatic classes (26.7%). The engagement opportunities residents would most like to see more of include special events (50.8%), cultural and heritage celebrations (44.6%), and recreation activities (43.8%).

Common barriers preventing residents from attending City events included lack of information or knowledge about events (62.1%), scheduling conflicts (39.6%), and transportation issues (17.5%). When asked more broadly about what prevents them from engaging with the City at all, the most cited barriers were scheduling conflicts or lack of time (39.6%), difficulty finding information (33.3%), and lack of trust in local government (32.5%).

Respondents in Ward 3 primarily get information about City programs through the City of Reno's website, social media, or newsletters (70.8%), local news outlets (65.4%), and word of mouth (49.2%). When asked which channels they prefer to stay informed, they selected City of Reno social media platforms (55.0%), emails from the City (50.4%), and the Reno.gov website (49.6%).

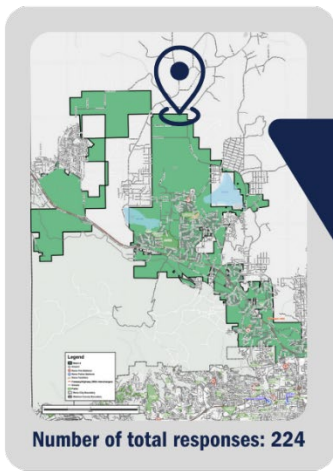
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Among Ward 3 survey respondents, 83.9% reported living in Reno for more than six years. Of those who participated, 33.9% said they speak a language other than English at home, and 66.6% reported having a bachelor’s degree or higher. A majority of respondents identified their gender as female (60.6%) and their sexual orientation as straight (77.1%).

In terms of racial and ethnic identity, most respondents identified as White (72.5%), followed by Hispanic/Latino/a/x/e (12.5%) and Asian (3.8%). The age distribution among Ward 3 participants was more mixed compared to other wards, though trends lean toward younger adults, with 38.7% between the ages of 23 and 38. A majority reported owning their home (56.3%), while 23.6% reported renting apartments. The most common income bracket among respondents was \$75,000–\$149,999 (40.1%), followed by \$35,000–\$74,999 (35.4%). A smaller share of respondents identified as active military or veterans (8.5%).

Ward 4



Five-year Priorities

- 1 Public Infrastructure
- 2 Public Safety
- 3 Natural Resources

Respondents in Ward 4 identified their top government service priorities as providing emergency response services like fire, dispatch, and ambulance (61.6%), providing a police presence to prevent local crime and improve neighborhood safety (52.2%), and managing

traffic flow and congestion on major Reno streets (45.5%). Looking ahead five years, respondents indicated the City should prioritize maintaining and improving public infrastructure such as streets and parks (57.6%), maintaining current levels of public safety services (50.0%), and preserving and protecting the natural environment, including the Truckee River (36.2%).

Civic engagement in Ward 4 was reflected in 94.8% of respondents voting in the most recent local election. In the past six months, 48.7% reported attending or watching a public meeting, 46.9% contacted or visited a public official, and 23.3% volunteered at a City-sponsored event. Smaller but meaningful percentages also reported serving on or applying for a City board (7.1%) and participating in or applying for the Reno Constituents Institute (4.0%).

When asked what types of City-sponsored activities they had attended in the past year, respondents most commonly selected special events (38.8%), recreation activities such as kickball and yoga (30.4%), and cultural and heritage celebrations (23.2%). The engagement opportunities residents would most like to see more of include special events (44.2%),



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recreation activities (42.0%), and senior engagement programs such as technology and cooking classes (38.4%).

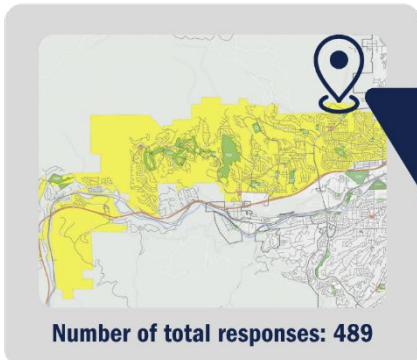
Common barriers preventing residents from attending City events included lack of information or knowledge about events (55.8%), scheduling conflicts (41.5%), and safety concerns (29.9%). When asked more broadly about what prevents them from engaging with the City at all, the most cited barriers were scheduling conflicts or lack of time (40.2%), lack of trust in local government (34.8%), and difficulty finding information (31.7%).

Respondents in Ward 4 primarily get information about City programs through the City’s website, social media, or newsletters (71.9%), local news outlets (67.9%), and word of mouth (42.9%). When asked which channels they prefer to stay informed, they selected emails from the City (58.0%), the Reno.gov website (51.8%), and City of Reno social media platforms (45.1%).

Among Ward 4 survey respondents, 81.9% reported living in Reno for more than six years. Of those who participated, 26.8% said they speak a language other than English at home, and 50.2% reported having a bachelor’s degree or higher. A majority of respondents identified their gender as female (60.6%) and their sexual orientation as straight (89.4%).

In terms of racial and ethnic identity, most respondents identified as White (76.3%), followed by Hispanic/Latino/a/x/e (10.3%) and American Indian or Alaska Native (3.6%). The age distribution among Ward 4 participants trends older, with 52.6% over the age of 55. The majority reported owning their home (82.6%) and most frequently fell within the \$75,000–\$149,999 income range (42.9%). A notable 22% of respondents identified as a person with a disability, and 13.7% reported being prior active military.

Ward 5



- Five-year Priorities**
- 1 **Natural Resources**
 - 2 **Public Infrastructure**
 - 3 **Public Safety**

Respondents in Ward 5 identified their top government service priorities as providing emergency response services like fire, dispatch, and ambulance (56.2%), maintaining and improving public infrastructure including buildings, streets, sewers, and sidewalks (47.2%), and

maintaining and improving parks and access to open space (44.4%). Looking ahead five years, respondents indicated the City should prioritize preserving and protecting the natural



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environment, including the Truckee River (50.5%), maintaining and improving public infrastructure (44.4%), and maintaining the current levels of public safety services (38.5%).

Civic engagement in Ward 5 was reflected in 97.7% of respondents voting in the most recent local election. In the past six months, 46.4% reported attending or watching a public meeting, 51.4% contacted or visited a public official, and 26.8% volunteered at a City-sponsored event. Smaller but meaningful percentages also reported serving on or applying for a City board (4.5%) and participating in or applying for the Reno Constituents Institute (2.3%).

When asked what types of City-sponsored activities they had attended in the past year, respondents most commonly selected special events (47.7%), none (28.4%), and recreation activities like volleyball and yoga (26.2%). The engagement opportunities residents would most like to see more of include special events (48.3%), recreation activities (46.4%), and cultural and heritage celebrations (37.0%).

Common barriers preventing residents from attending City events included lack of information about events (61.8%), scheduling conflicts (42.1%), and safety concerns (25.0%). When asked more broadly about what prevents them from engaging with the City at all, the most cited barriers were scheduling conflicts or lack of time (40.7%), difficulty finding information (35.4%), and lack of trust in local government (28.4%).

Respondents in Ward 5 primarily get information about City programs through local news outlets (72.6%), the City's website, social media, and newsletters (68.7%), and word of mouth (50.7%). When asked which channels they prefer to stay informed, they selected emails from the City (60.9%), the Reno.gov website (48.5%), and City of Reno social media platforms (45.4%).

Among Ward 5 survey respondents, 86.6% reported living in Reno for more than six years. Of those who participated, 23.8% said they speak a language other than English at home, and 76.8% reported having a bachelor's degree or higher. A majority of respondents identified their gender as female (60.9%) and their sexual orientation as straight (90.3%).

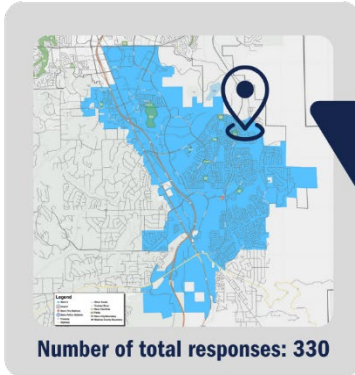
In terms of racial and ethnic identity, most respondents identified as White (81.6%), followed by Hispanic/Latino/a/x/e (7.6%) and Asian (3.5%). The age distribution among Ward 5 participants trends older, with 53.9% over the age of 55. The majority reported owning their home (80.6%) and most frequently fell within the \$75,000–\$149,999 income range (44.8%). A smaller share of respondents identified as active military or veterans (8.1%), and 9.1% identified as a person with a disability.



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Ward 6



Five-year Priorities

- 1 **Public Safety**
- 2 **Public Infrastructure**
- 3 **Natural Resources**

Respondents in Ward 6 identified their top government service priorities as providing emergency response services like fire, dispatch, and ambulance (63.9%), providing a police presence to prevent local crime and improve neighborhood safety (57.6%), and maintaining and improving public infrastructure

including buildings, streets, sewers, and sidewalks (46.7%). Looking ahead five years, respondents indicated the City should prioritize maintaining the current levels of public safety services (51.2%), maintaining and improving public infrastructure (44.6%), and preserving and protecting the natural environment, including the Truckee River (40.9%).

Civic engagement in Ward 6 was reflected in 96.3% of respondents voting in the most recent local election. In the past six months, 46.5% reported attending or watching a public meeting, 43.9% contacted or visited a public official, and 27.4% volunteered at a City-sponsored event. Smaller but meaningful percentages also reported serving on or applying for a City board (3.01%) and participating in or applying for the Reno Constituents Institute (2.2%).

When asked what types of City-sponsored activities they had attended in the past year, respondents most commonly selected special events (42.7%), recreation activities like yoga or aquatic classes (33.3%), and cultural and heritage celebrations (21.2%). The engagement opportunities residents would most like to see more of include special events (52.1%), recreation activities (42.1%), and cultural and heritage celebrations (32.4%).

Common barriers preventing residents from attending City events included lack of information or knowledge about events (61.5%), scheduling conflicts (39.4%), and safety concerns (26.4%). When asked more broadly about what prevents them from engaging with the City at all, the most cited barriers were scheduling conflicts or lack of time (36.4%), difficulty finding information (30.3%), and lack of trust in local government (27.0%).

Respondents in Ward 6 primarily get information about City programs through local news outlets (71.5%), the City of Reno’s website, social media, or newsletters (67.9%), and word of mouth (44.9%). When asked which channels they prefer to stay informed, they selected the Reno.gov website (57.3%), emails from the City (57.3%), and City of Reno social media platforms (49.7%).



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Among Ward 6 survey respondents, 78.8% reported living in Reno for more than six years. Of those who participated, 29.3% said they speak a language other than English at home, and 75.7% reported having a bachelor's degree or higher. A majority of respondents identified their gender as female (56.4%) and their sexual orientation as straight (92.4%).

In terms of racial and ethnic identity, most respondents identified as White (81.8%), followed by Hispanic/Latino/a/x/e (6.4%) and Asian (4.2%). The age distribution among Ward 6 participants trends older, with 51.6% over the age of 55. The majority reported owning their home (75.3%) and most frequently fell within the \$75,000–\$149,999 (37.6%) or \$150,000–\$299,999 (32.1%) income ranges. A smaller share of respondents identified as prior active military (10.9%) or as a person with a disability (9.5%).

Cross-Ward Trends and Differences

While respondents across all six wards expressed many shared values and concerns, the survey data also revealed distinctions that reflect the diverse demographics, needs, and lived experiences in each part of the city.

Citywide Priorities and Common Themes

Emergency response services, infrastructure maintenance, and public safety consistently ranked among the top government service priorities across all wards. Looking ahead five years, nearly every ward emphasized preserving the natural environment, with the highest emphasis on Ward 5 (17.2%) and Ward 1 (16.5%). Public infrastructure and safety remain citywide focus areas, reflecting resident desires for basic service reliability and neighborhood well-being.

Special events and recreation activities emerged as the most popular City-sponsored engagements, with Ward 1 (31.1%) and Ward 3 (30.7%) reporting the highest participation in events. Nearly every ward also expressed interest in expanding these opportunities, especially Ward 6, where 25.4% of residents requested more special events.

Respondents across the city demonstrated strong civic engagement, with over 94% in each ward reporting voting in the most recent local election. Ward 2 had the highest turnout at 98.6%, closely followed by Ward 5 at 97.7%. While voting and contacting officials were common across the board, participation in boards or leadership programs remained relatively low, ranging from 2.2% to 7.1%.



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Meaningful Differences by Ward

Ward 3 stood out for prioritizing homelessness and housing insecurity more heavily than other wards, with 15.2% listing it as a top future concern. Ward 3 also had among the highest shares of Hispanic/Latino/a/x/e respondents (12.7%) and respondents who reported speaking a language other than English at home (33.9%).

Among Ward 2 survey respondents, homeownership was highest (84.7%) and educational attainment was strongest (79.9% with a bachelor's degree or higher). Ward 2 also had the largest share of older respondents, with nearly 65% of respondents reporting an age of 55 or older, which likely informs its strong support for senior engagement activities.

Ward 4 uniquely emphasized traffic management (15.5%) and had the highest percentage of residents identifying as people with a disability (22%). It also had one of the largest shares of veterans (13.7%), pointing to specific service needs.

Ward 1 and Ward 5 respondents showed a strong interest in cultural and heritage programming, with 17.4% and 15.2% of respondents attending these events respectively. Ward 3 respondents were also among the most racially and linguistically diverse, with 33.9% of residents speaking a language other than English at home.

Ward 6 respondents had the highest support for community-building through events and public safety services. Respondents also reported higher household incomes, with over 69% earning \$75,000 or more annually, and strong homeownership rates (75.3%).

Barriers and Communication Trends

Lack of information was the top barrier to engagement across all wards, particularly acute in Wards 3 (33.6%) and 5 (32.2%). Scheduling conflicts and safety concerns were common across the board. Distrust in local government was most noted in Ward 1 (21.7%) and Ward 4 (21.4%).

Information sources were consistent citywide, with residents relying most heavily on the City of Reno's website, emails, and social media, as well as local news. However, Ward 3 respondents showed the strongest preference for social media (28%), while Ward 2 leaned more heavily on traditional local news outlets (33%).

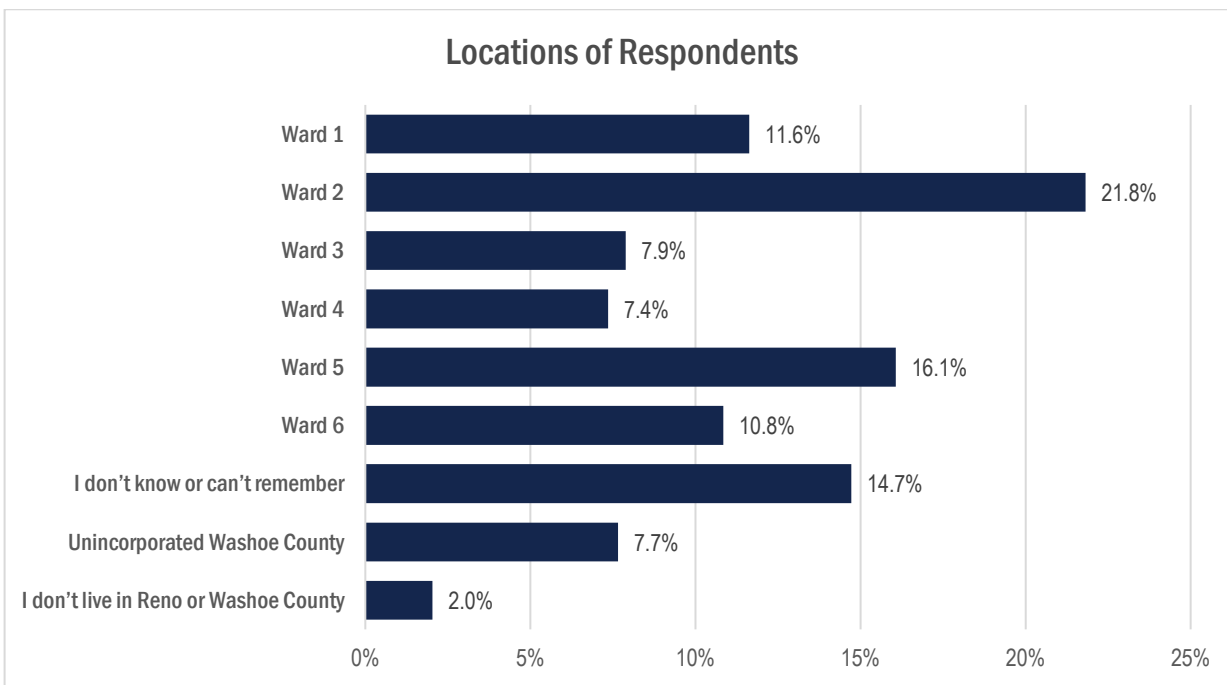


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Demographics

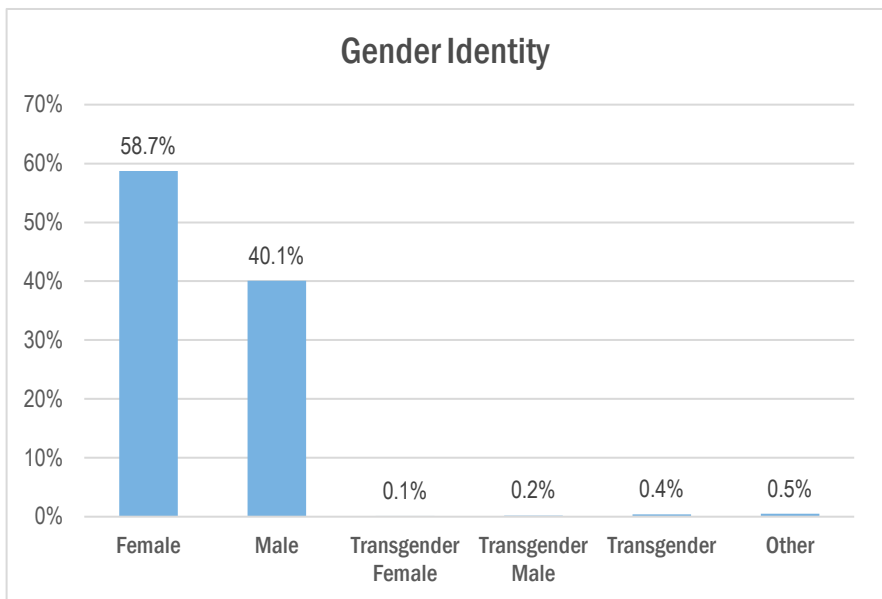
This section summarizes the demographic characteristics of survey respondents. Understanding who participated in the survey helps provide context for interpreting the results and assessing how well the respondent pool reflects the broader Reno community. Data collected includes respondents' ward of residence, gender identity, sexual orientation, race and ethnicity, education level, employment status, income, age, and housing situation. These details offer important insights into the diversity of perspectives represented in the findings and can help inform equitable policy and program development. The City is required to ask questions about gender and sexual orientation any time demographic questions are asked in compliance with NRS 239B.026.



The distribution of survey respondents by location shows that the highest share came from Ward 2 (21.8%), followed by Ward 5 (16.1%). Other areas like Ward 1 (11.6%) and Ward 6 (10.8%) were moderately represented. Fewer responses came from Wards 3 and 4 (7.9% and 7.4%, respectively), as well as unincorporated Washoe County (7.7%). Only 2% of participants indicated they do not live in Reno or Washoe County. Fifteen percent of respondents didn't know or couldn't remember their wards.

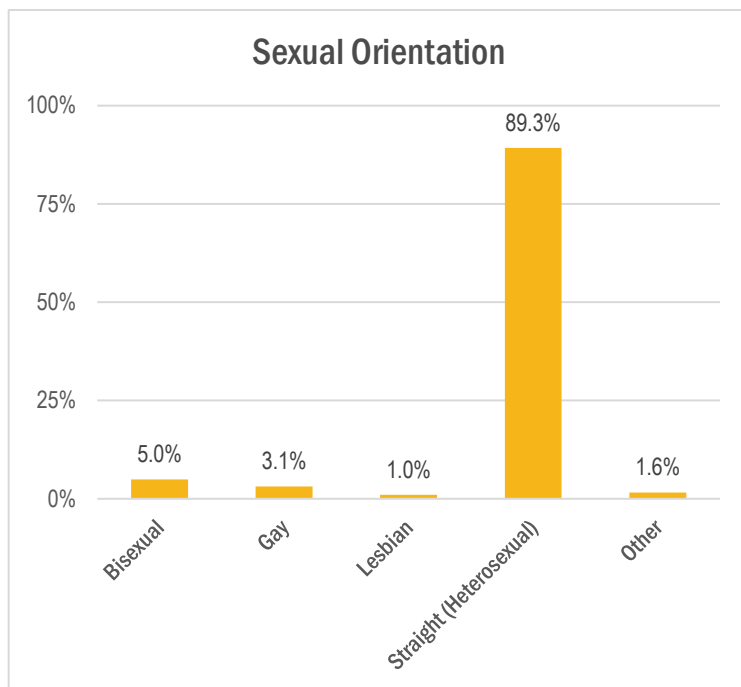


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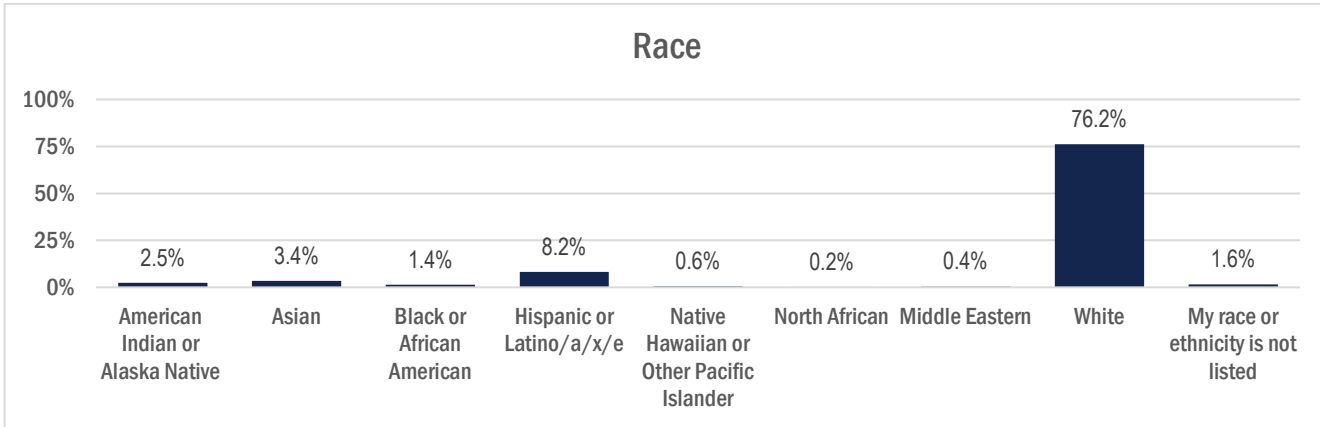


Most respondents identify as female, making up 58.7% of the total. Male respondents account for 40.1%. A small percentage of participants identify outside the binary, with 0.1% identifying as transgender female, 0.2% as transgender male, 0.4% as transgender (unspecified), and 0.5% identifying as another gender.

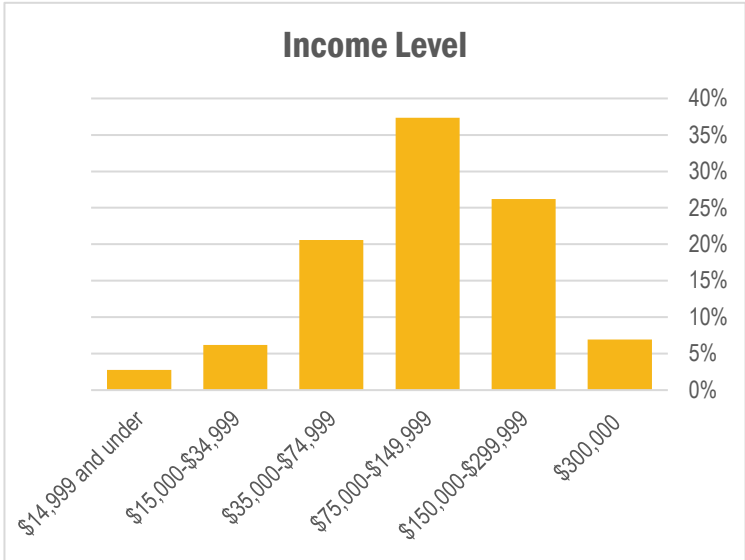
Most respondents (89.3%) identified as straight (heterosexual). A smaller portion of the survey population identified as bisexual (5%), gay (3.1%), lesbian (1%), or selected another orientation (1.6%). These results offer a general view of the sexual orientation demographics among survey participants, though actual representation may be influenced by who chose to respond to this question. There were 271 respondents that refused to answer.



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A large majority of survey respondents identified as White (76.2%). Smaller shares identified as Hispanic/Latino/a/x/e (8.2%), Asian (3.4%), American Indian or Alaska Native (2.5%), and Black or African American (1.4%). Additional responses included Native Hawaiian or Other Pacific Islander (0.6%), Middle Eastern (0.4%), and North African (0.2%). Another 1.6% selected “my race or ethnicity is not listed.” There were 163 respondents that refused to answer.



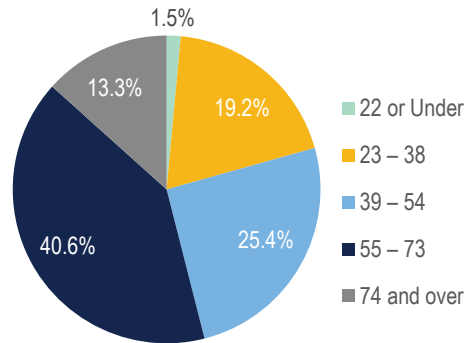
Household incomes among respondents clustered in the middle to upper-middle ranges. The largest share reported \$75,000–149,999 (about two in five), followed by \$150,000–299,999 (roughly three in ten). About one in five fell within \$35,000–74,999. Smaller shares reported incomes below \$35,000, and just under one in ten reported \$300,000 or more. There were 700 respondents that refused to answer.



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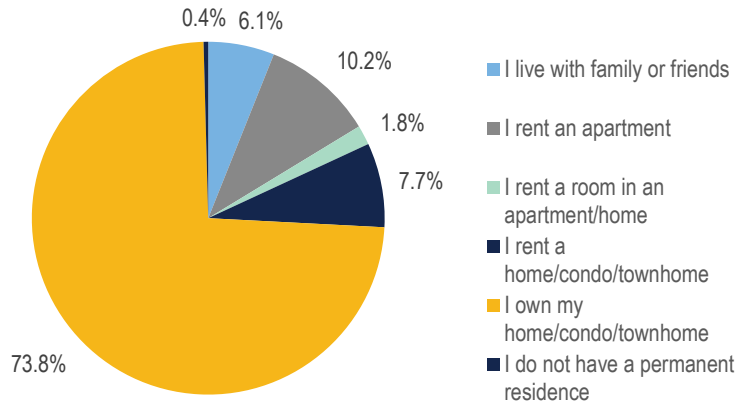


Age of Respondents



The respondent pool skews older. Just over two in five were ages 55–73 (40.6%), and about one quarter were 39–54 (25.4%). Younger adults 23–38 accounted for 19.2% of responses, while those 74 and over represented 13.3%. Only 1.5% were 22 or under. There were 197 respondents that refused to answer.

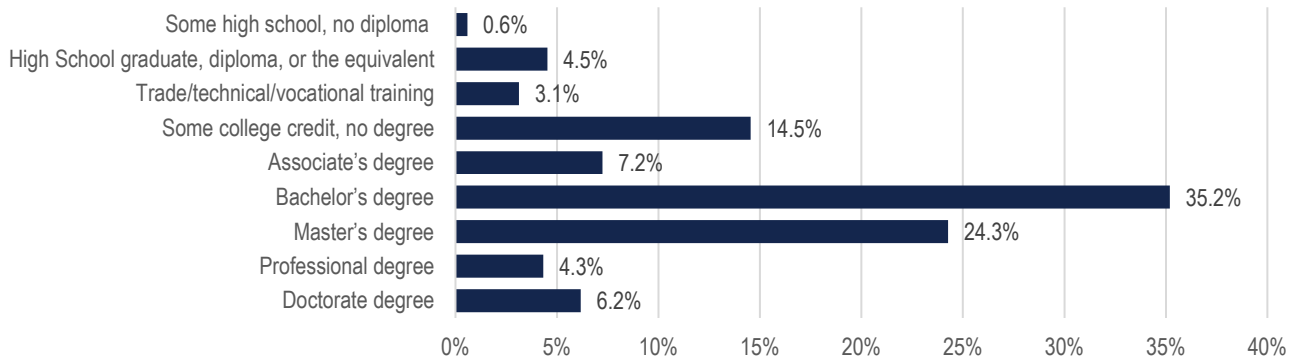
Housing Situation



Most respondents reported owning their home, condo, or townhome (73.8%). Smaller shares reported renting an apartment (10.2%) or renting a home/condo/townhome (7.7%). Others live with family or friends (6.1%) or rent a room in a home (1.8%). A very small proportion reported not having a permanent residence (0.4%). There were 180 respondents that refused to answer.

Respondents were highly educated: 70% reported a bachelor’s degree or higher (Bachelor’s 35.2%, Master’s 24.3%, professional degree 4.3%, doctorate 6.2%). An additional 7.2% held an associate’s degree and 14.5% reported some college with no degree. Smaller shares reported high school or equivalent (4.5%), trade/technical/vocational training (3.1%), or some high school with no diploma (0.6%). There were 153 respondents that refused to answer.

Educational Attainment





Conclusion

The 2025 Community Survey was a pilot exercise to provide a valuable baseline for understanding resident perceptions, priorities, and experiences with City of Reno services. The results highlight perceived areas of strength, such as emergency response services, community pride, and interest in special events, alongside clear opportunities for improvement in transportation, downtown revitalization, and communication. The data supports prioritization of issues like public safety, infrastructure, and environmental protection over the next few years by the City of Reno.

As the City moves forward with strategic planning, these findings should serve as a foundation for further dialogue, deeper engagement, and inform decision-making. By pairing this survey data with continued community outreach and qualitative input, the City can ensure that future investments, policies, and programs reflect both the shared values and diverse needs of Reno's residents.

The intent is for a similar style survey to be administrated in 2027 to evaluate the City's progress. This data should be treated as a baseline.

Data Interpretation Limits

While the survey results offer a useful snapshot of resident perspectives, they should be interpreted with caution. The structure of the questions, the predefined response options, and the limits on the number of choices each participant could select all influence the findings. Broad categories may have attracted more selections than niche topics, and the absence of context on factors such as service usage, satisfaction, or tradeoffs means the results provide only a partial view. Overall, the data should be considered a starting point for further exploration rather than a definitive measure of community priorities.

Community Survey Findings Report



Partners Acknowledgements

The success of this survey was made possible through the support and collaboration of our community partners. These organizations played a vital role in reaching diverse audiences, sharing the survey widely, and ensuring that voices from all neighborhoods were heard. Their commitment to fostering civic engagement and building a stronger Reno helped us gather meaningful input that will shape the City's strategic priorities for years to come. We are grateful for their partnership and dedication to making our community's future a shared endeavor.





Appendix A Survey Questions

2025 City of Reno Community Survey

The City of Reno is committed to building a brighter future for all residents. As part of our priorities setting process, we want to hear from you, the community. Your feedback will help inform our decision making. This survey should take about 10 – 15 minutes to complete and all responses are anonymous.

Section 1: Reno Ratings

1. How would you rate Reno as a place to live?
 - a. Very Good
 - b. Good
 - c. Acceptable
 - d. Poor
 - e. Very Poor
 - f. Don't Know
 - g. Refuse to answer

2. How would you rate Reno as a place to work?
 - a. Very Good
 - b. Good
 - c. Acceptable
 - d. Poor
 - e. Very Poor
 - f. Don't Know
 - g. Refuse to answer

3. How would you rate Reno as a place for your economic growth and success?
 - a. Very Good
 - b. Good
 - c. Acceptable
 - d. Poor
 - e. Very Poor
 - f. Don't Know
 - g. Refuse to answer

4. How would you rate Reno as a place to raise a family?
 - a. Very Good
 - b. Good
 - c. Acceptable
 - d. Poor
 - e. Very Poor
 - f. Don't Know
 - g. Refuse to answer





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5. How would you rate Reno as a place to retire?
 - a. Very Good
 - b. Good
 - c. Acceptable
 - d. Poor
 - e. Very Poor
 - f. Don't Know
 - g. Refuse to answer

6. How would you rate Reno as a place to visit?
 - a. Very Good
 - b. Good
 - c. Acceptable
 - d. Poor
 - e. Very Poor
 - f. Don't Know
 - g. Refuse to answer

7. How would you rate Reno as a place to vacation?
 - a. Very Good
 - b. Good
 - c. Acceptable
 - d. Poor
 - e. Very Poor
 - f. Don't Know
 - g. Refuse to answer

8. How would you rate Reno as a place to run a business?
 - a. Very Good
 - b. Good
 - c. Acceptable
 - d. Poor
 - e. Very Poor
 - f. Don't Know
 - g. Refuse to answer

9. How would you rate Reno as a place that you feel a sense of belonging?
 - a. Very Good
 - b. Good
 - c. Acceptable
 - d. Poor
 - e. Very Poor
 - f. Don't Know
 - g. Refuse to answer





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10. How would you rate Reno as a place to travel by walking?
- Very Good
 - Good
 - Acceptable
 - Poor
 - Very Poor
 - Don't Know
 - Refuse to answer
11. How would you rate Reno as a place to travel by bicycle or other micromobility options (i.e. scooters, skateboards)?
- Very Good
 - Good
 - Acceptable
 - Poor
 - Very Poor
 - Don't Know
 - Refuse to answer
12. How would you rate Reno as a place to travel by car?
- Very Good
 - Good
 - Acceptable
 - Poor
 - Very Poor
 - Don't Know
 - Refuse to answer
13. How would you rate Reno as a place to travel by public transportation?
- Very Good
 - Good
 - Acceptable
 - Poor
 - Very Poor
 - Don't Know
 - Refuse to answer

Section 2: Government Services

14. How would you rate the overall quality of services provided by the City of Reno?
- Very Good
 - Good
 - Acceptable
 - Poor
 - Very Poor
 - Don't Know
 - Refuse to answer





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15. How would you rate your ability to access City of Reno services?

- a. Very Good
- b. Good
- c. Acceptable
- d. Poor
- e. Very Poor
- f. Don't Know
- g. Refuse to answer

16. How would you rate the overall quality of police services?

- a. Very Good
- b. Good
- c. Acceptable
- d. Poor
- e. Very Poor
- f. Don't Know
- g. Refuse to answer

17. How would you rate the overall quality of fire services?

- a. Very Good
- b. Good
- c. Acceptable
- d. Poor
- e. Very Poor
- f. Don't Know
- g. Refuse to answer

18. How would you rate the overall quality of 911 services?

- a. Very Good
- b. Good
- c. Acceptable
- d. Poor
- e. Very Poor
- f. Don't Know
- g. Refuse to answer

19. How would you rate the overall prevention of local crime/neighborhood safety?

- a. Very Good
- b. Good
- c. Acceptable
- d. Poor
- e. Very Poor
- f. Don't Know
- g. Refuse to answer





Community Survey Findings Report



20. How would you rate the overall quality of City parks?

- a. Very Good
- b. Good
- c. Acceptable
- d. Poor
- e. Very Poor
- f. Don't Know
- g. Refuse to answer

21. How would you rate the overall quality of City recreation facilities?

- a. Very Good
- b. Good
- c. Acceptable
- d. Poor
- e. Very Poor
- f. Don't Know
- g. Refuse to answer

22. How would you rate the overall quality of City activities, including special events and recreation programs?

- a. Very Good
- b. Good
- c. Acceptable
- d. Poor
- e. Very Poor
- f. Don't Know
- g. Refuse to answer

23. How would you rate the overall quality of maintenance of City-owned buildings, streets, and sidewalks?

- a. Very Good
- b. Good
- c. Acceptable
- d. Poor
- e. Very Poor
- f. Don't Know
- g. Refuse to answer

24. How would you rate the overall quality of sewer and stormwater management?

- a. Very Good
- b. Good
- c. Acceptable
- d. Poor
- e. Very Poor
- f. Don't Know





Community Survey Findings Report



g. Refuse to answer

25. How would you rate the overall enforcement of City codes?

- a. Very Good
- b. Good
- c. Acceptable
- d. Poor
- e. Very Poor
- f. Don't Know
- g. Refuse to answer

26. How would you rate the overall enforcement of parking?

- a. Very Good
- b. Good
- c. Acceptable
- d. Poor
- e. Very Poor
- f. Don't Know
- g. Refuse to answer

27. How would you rate the overall quality of traffic flow and congestion management?

- a. Very Good
- b. Good
- c. Acceptable
- d. Poor
- e. Very Poor
- f. Don't Know
- g. Refuse to answer

28. How would you rate the overall quality of downtown Reno?

- a. Very Good
- b. Good
- c. Acceptable
- d. Poor
- e. Very Poor
- f. Don't Know
- g. Refuse to answer

29. How would you rate the overall quality of customer service you receive from City employees?

- a. Very Good
- b. Good
- c. Acceptable
- d. Poor
- e. Very Poor
- f. Don't Know





Community Survey Findings Report



g. Refuse to answer

30. How would you rate your ability to report an issue in your neighborhood or community?

- a. Very Good
- b. Good
- c. Acceptable
- d. Poor
- e. Very Poor
- f. Don't Know
- g. Refuse to answer

31. In your opinion, what City of Reno government services are most important in our community?

(Select your top 3)

- a. Providing emergency response services like fire, dispatch, and ambulance.
- b. Providing a police presence to prevent local crime and improve neighborhood safety.
- c. Maintaining and improving parks and access to open space.
- d. Providing community events and opportunities like recreation leagues, cultural celebrations, and parades.
- e. Maintaining and improving public infrastructure including buildings, streets, sewers, and sidewalks.
- f. Enforcing City codes, ordinances, and laws related to building safety, blight, or nuisance.
- g. Managing traffic flow, congestion, and speeding zones on major Reno streets.
- h. Creating more job opportunities and supporting local businesses across the city.
- i. Enhancing community engagement opportunities for residents to contribute to the City's vision and decision-making.
- j. Maintaining a vibrant downtown for residents, community members, and visitors.
- k. Don't know
- l. Refuse to answer

32. Are you familiar with Reno Direct, the City of Reno's online platform for submitting service requests and tracking issues?

- a. Yes, I am very familiar with Reno Direct.
- b. Yes, I have heard of Reno Direct but have not used it.
- c. No, I am not familiar with Reno Direct.
- d. Don't know
- e. Refuse to answer



Community Survey Findings Report



Section 3: Strategic Direction

33. Looking ahead to the next five years, what are the top three areas you'd most want the City of Reno to prioritize and improve? **(Select up to 3)**
- a. Maintaining the current levels of public safety services (police, fire, dispatch).
 - b. Managing the City's budget.
 - c. Building new community amenities such as playgrounds, splash pads, picnic shelters, or walking trails.
 - d. Building new and retaining existing housing options in the region.
 - e. Encouraging new businesses and supporting existing businesses.
 - f. Maintaining and improving public infrastructure including sewer, publicly owned buildings, streets, sidewalks, and parks.
 - g. Providing services to individuals experiencing homelessness or housing insecurity.
 - h. Preserving and protecting our natural environment, including the Truckee River.
 - i. Improving opportunities for the public to engage with its local government.
 - j. Collaborating with new and growing industries and bringing them to Reno.
 - k. Having a vibrant and welcoming downtown.
 - l. Don't know
 - m. Refuse to answer

34. Is there anything else you would like the City Government to focus on in the next five years?

Section 4: Civic Engagement Efforts

35. Did you vote in the last local election?

- a. Yes
- b. No
- c. Don't Know
- d. Refuse to answer

36. In the past 6 months, have you attended or watched a public meeting, such as a Neighborhood Advisory Board or Reno City Council?

- a. Yes
- b. No
- c. Don't Know
- d. Refuse to answer

37. In the past 6 months, have you served on or applied for a City board or commission?

- a. Yes
- b. No
- c. Don't Know





Community Survey Findings Report



- d. Refuse to answer

- 38. In the past 6 months, have you participated in and/or applied for the Reno Constituents Institute (RCI)?
 - a. Yes
 - b. No
 - c. Don't Know
 - d. Refuse to answer

- 39. In the past 6 months, have you contacted or visited a public official – at any level of government – to express your opinion?
 - a. Yes
 - b. No
 - c. Don't Know
 - d. Refuse to answer

- 40. In the past 6 months, have you volunteered for City event like a community clean up?
 - a. Yes
 - b. No
 - c. Don't Know
 - d. Refuse to answer

- 41. In the past year, what City of Reno-sponsored activities have you attended or engaged in? **(Select all that apply)**
 - a. Special events (Flicks on the Bricks, Dancing on the River, etc.)
 - b. Cultural and heritage celebrations events (Black History, Hispanic Heritage, etc.)
 - c. Recreation activities (kickball, volleyball, aquatic classes, yoga, etc.)
 - d. Senior engagement activities (technology classes, cooking classes, etc.)
 - e. Before and after-school programs (Sierra Kids, Vacation Station)
 - f. Other
 - g. None
 - h. Don't know
 - i. Refuse to answer

- 42. What engagement opportunities would you like to see more of in Reno? **(Select 3)**
 - a. Special events (Flicks on the Bricks, Dancing on the River, etc.)
 - b. Cultural and heritage celebrations events (Black History, Hispanic Heritage, etc.)
 - c. Recreation activities (kickball, volleyball, aquatic classes, yoga, etc.)
 - d. Senior engagement activities (technology classes, cooking classes, etc.)
 - e. Before and after-school programs (Sierra Kids)
 - f. Other
 - g. None
 - h. Don't know
 - i. Refuse to answer





Community Survey Findings Report



43. What barriers, if any, prevent you from attending City events and activities? **(Select all that apply)**

- a. Lack of information and/or knowledge about events or activities
- b. Lack of interest
- c. Scheduling conflicts
- d. Cost of attendance
- e. Transportation issues
- f. Safety concerns
- g. Other
- h. None
- i. Don't know
- j. Refuse to answer

44. What barriers prevent you from engaging with the City of Reno? **(Select all that apply)**

- a. Lack of trust in local government
- b. Difficulty finding information provided by the City of Reno
- c. Scheduling conflicts /lack of time
- d. Local government doesn't impact my life
- e. Language/accessibility barriers
- f. Complexity of government processes
- g. I'm not interested in the work the City of Reno does
- h. Other
- i. Don't know
- j. Refuse to answer
- k. None

45. How well-informed are you about what the City is doing to provide services to the people who live here?

- a. Very Informed
- b. Informed
- c. Neutral
- d. Uninformed
- e. Extremely Uninformed
- f. Don't know
- g. Refuse to answer

46. Where do you currently get information about City of Reno programs and services?

(Check all that apply)

- a. City of Reno website, social media platforms, newsletters, etc.
- b. Local news outlets
- c. Social media influencers
- d. Word of mouth
- e. Other
- f. Don't know
- g. Refuse to answer





Community Survey Findings Report



47. Which communication channels do you prefer to stay informed and updated by the City government? View all our social accounts here: [Social Media | City of Reno](#)

(Select all that apply)

- a. City of Reno social media platforms
- b. Reno.gov website
- c. Mail from the City of Reno
- d. Emails from the City of Reno
- e. Automated text messaging and alerts from the City of Reno
- f. Other
- g. Don't know
- h. Refuse to answer

48. How satisfied are you with the clarity and accessibility of the language used in our services and communications?

- a. Very Satisfied
- b. Satisfied
- c. Neutral
- d. Unsatisfied
- e. Very Unsatisfied
- f. Don't know
- g. Refuse to answer

49. Are you aware that language services (such as translation, interpretation, or language assistance) are available to help you access our services?

- a. Yes
- b. No
- c. Not Sure
- d. Don't know
- e. Refuse to answer

Section 5: Demographics and Socioeconomic Status

Your responses to these questions are important to ensure that all Reno communities and demographics are represented; however, all questions are optional. Some questions are required by law to ask if the City of Reno is asking any demographic questions.

50. Do you currently live in Reno?

- a. Yes
- b. No
- c. Prefer not to disclose

51. How long have you lived in Reno?

- a. Less than one year
- b. 1-5 years
- c. 6+ years
- d. Prefer not to disclose





Community Survey Findings Report



52. What is your zip code? _____

53. Which ward do you live in? You can find a map of the Reno city wards [here](#).

- a. Ward 1, represented by Kathleen Taylor
- b. Ward 2, represented by Naomi Duerr
- c. Ward 3, represented by Miguel Martinez
- d. Ward 4, represented by Meghan Ebert
- e. Ward 5, represented by Devon Reese
- f. Ward 6, represented by Brandi Anderson
- g. I don't know or can't remember
- h. I live in unincorporated Washoe County
- i. I don't live in Reno or Washoe County
- j. Prefer not to disclose

54. Please select the gender with which you most identify.

- a. Female
- b. Male
- c. Transgender Female
- d. Transgender Male
- e. Transgender
- f. Other
- g. Prefer not to disclose

55. Please select the sexual orientation with which you most identify.

- a. Bisexual
- b. Gay
- c. Lesbian
- d. Straight (Heterosexual)
- e. Other
- f. Prefer not to disclose

56. Please select the categories with which you most identify (**Select all that apply**).

- a. American Indian or Alaska Native
- b. Asian
- c. Black or African American
- d. Hispanic or Latino/a/x/e
- e. Native Hawaiian or Other Pacific Islander
- f. North African
- g. Middle Eastern
- h. White
- i. My race or ethnicity is not listed
- j. Prefer not to disclose

57. Do you speak a language other than English?





Community Survey Findings Report



- a. Yes
- b. No
- c. Prefer not to disclose

58. What is the highest level of school you have completed or the highest degree you have received?

- a. Some high school, no diploma
- b. High School graduate, diploma, or the equivalent
- c. Trade/technical/vocational training
- d. Some college credit, no degree
- e. Associate's degree
- f. Bachelor's degree
- g. Master's degree
- h. Professional degree
- i. Doctorate degree
- j. Prefer not to disclose

59. Please select the statement with which you most identify

- a. I am a person with a disability
- b. I am not a person with a disability
- c. Prefer not to disclose

60. Military Status

- a. Active Military
- b. Prior Active Military
- c. Reserve or Guard Member
- d. Military Spouse
- e. Non-military Status
- f. Prefer not to disclose

61. What is your age group?

- a. 22 or under
- b. 23 – 38
- c. 39 – 54
- d. 55 – 73
- e. 74 and over
- f. Prefer not to disclose

62. Which of the following best describes your total household pre-tax income last year (2024)?
Please include all sources of income, including benefits.

- a. \$14,999 and under
- b. \$15,000-\$34,999
- c. \$35,000-\$74,999
- d. \$75,000-\$149,999
- e. \$150,000-\$299,999





Community Survey Findings Report



- f. \$300,000
- g. Prefer not to disclose

63. Which of the following best describes your housing?

- a. I live with family or friends
- b. I rent an apartment
- c. I rent a room in an apartment/home
- d. I rent a home/condo/townhome
- e. I own my home/condo/townhome
- f. I do not have a permanent residence
- g. Prefer not to disclose





Community Survey Findings Report



Appendix B: Tabular Data

Community Survey Results

All results | 3247 surveys | Removed 4 surveys received after 4/30

1 How would you rate Reno as a place to live?

| | | |
|------------------|------|--------|
| Very Good | 664 | 20.45% |
| Good | 1395 | 42.96% |
| Acceptable | 872 | 26.86% |
| Poor | 237 | 7.30% |
| Very Poor | 71 | 2.19% |
| Don't Know | 1 | 0.03% |
| Refuse to Answer | 7 | 0.22% |

2 How would you rate Reno as a place to work?

| | | |
|------------------|------|--------|
| Very Good | 321 | 9.89% |
| Good | 1154 | 35.54% |
| Acceptable | 962 | 29.63% |
| Poor | 318 | 9.79% |
| Very Poor | 112 | 3.45% |
| Don't Know | 364 | 11.21% |
| Refuse to Answer | 16 | 0.49% |

3 How would you rate Reno as a place for your economic growth and success?

| | | |
|------------------|------|--------|
| Very Good | 277 | 8.53% |
| Good | 887 | 27.32% |
| Acceptable | 1074 | 33.08% |
| Poor | 613 | 18.88% |
| Very Poor | 243 | 7.48% |
| Don't Know | 141 | 4.34% |
| Refuse to Answer | 12 | 0.37% |

4 How would you rate Reno as a place to raise a family?

| | | |
|------------------|-----|--------|
| Very Good | 371 | 11.43% |
| Good | 979 | 30.15% |
| Acceptable | 995 | 30.64% |
| Poor | 424 | 13.06% |
| Very Poor | 201 | 6.19% |
| Don't Know | 264 | 8.13% |
| Refuse to Answer | 13 | 0.40% |





Community Survey Findings Report



5 How would you rate Reno as a place to retire?

| | | |
|------------------|-----|--------|
| Very Good | 523 | 16.11% |
| Good | 882 | 27.16% |
| Acceptable | 847 | 26.09% |
| Poor | 480 | 14.78% |
| Very Poor | 299 | 9.21% |
| Don't Know | 208 | 6.41% |
| Refuse to Answer | 8 | 0.25% |

6 How would you rate Reno as a place to visit?

| | | |
|------------------|------|--------|
| Very Good | 591 | 18.20% |
| Good | 1218 | 37.51% |
| Acceptable | 905 | 27.87% |
| Poor | 332 | 10.22% |
| Very Poor | 145 | 4.47% |
| Don't Know | 52 | 1.60% |
| Refuse to Answer | 4 | 0.12% |

7 How would you rate Reno as a place to vacation?

| | | |
|------------------|------|--------|
| Very Good | 467 | 14.38% |
| Good | 1002 | 30.86% |
| Acceptable | 965 | 29.72% |
| Poor | 514 | 15.83% |
| Very Poor | 208 | 6.41% |
| Don't Know | 84 | 2.59% |
| Refuse to Answer | 7 | 0.22% |

8 How would you rate Reno as a place to run a business?

| | | |
|------------------|-----|--------|
| Very Good | 178 | 5.48% |
| Good | 716 | 22.05% |
| Acceptable | 896 | 27.59% |
| Poor | 398 | 12.26% |
| Very Poor | 187 | 5.76% |
| Don't Know | 856 | 26.36% |
| Refuse to Answer | 16 | 0.49% |

9 How would you rate Reno as a place that you feel a sense of belonging?

| | | |
|------------|------|--------|
| Very Good | 409 | 12.60% |
| Good | 967 | 29.78% |
| Acceptable | 1033 | 31.81% |
| Poor | 530 | 16.32% |





Community Survey Findings Report



| | | |
|------------------|-----|-------|
| Very Poor | 233 | 7.18% |
| Don't Know | 65 | 2.00% |
| Refuse to Answer | 10 | 0.31% |

10 How would you rate Reno as a place to travel by walking?

| | | |
|------------------|-----|--------|
| Very Good | 129 | 3.97% |
| Good | 386 | 11.89% |
| Acceptable | 818 | 25.19% |
| Poor | 977 | 30.09% |
| Very Poor | 857 | 26.39% |
| Don't Know | 77 | 2.37% |
| Refuse to Answer | 3 | 0.09% |

11 How would you rate Reno as a place to travel by bicycle or other micromobility options (i.e. scooters, skateboards)?

| | | |
|------------------|-----|--------|
| Very Good | 120 | 3.70% |
| Good | 454 | 13.98% |
| Acceptable | 867 | 26.70% |
| Poor | 911 | 28.06% |
| Very Poor | 567 | 17.46% |
| Don't Know | 318 | 9.79% |
| Refuse to Answer | 10 | 0.31% |

12 How would you rate Reno as a place to travel by car?

| | | |
|------------------|------|--------|
| Very Good | 424 | 13.06% |
| Good | 1239 | 38.16% |
| Acceptable | 1090 | 33.57% |
| Poor | 334 | 10.29% |
| Very Poor | 150 | 4.62% |
| Don't Know | 5 | 0.15% |
| Refuse to Answer | 5 | 0.15% |

13 How would you rate Reno as a place to travel by public transportation?

| | | |
|------------------|-----|--------|
| Very Good | 47 | 1.45% |
| Good | 179 | 5.51% |
| Acceptable | 523 | 16.11% |
| Poor | 701 | 21.59% |
| Very Poor | 800 | 24.64% |
| Don't Know | 984 | 30.30% |
| Refuse to Answer | 13 | 0.40% |





Community Survey Findings Report



| | | | |
|-----------|---|------|--------|
| 14 | How would you rate the overall quality of services provided by the City of Reno? | | |
| | Very Good | 175 | 5.39% |
| | Good | 777 | 23.93% |
| | Acceptable | 1254 | 38.62% |
| | Poor | 555 | 17.09% |
| | Very Poor | 261 | 8.04% |
| | Don't Know | 215 | 6.62% |
| | Refuse to Answer | 10 | 0.31% |
| 15 | How would you rate your ability to access City of Reno services? | | |
| | Very Good | 199 | 6.13% |
| | Good | 793 | 24.42% |
| | Acceptable | 1146 | 35.29% |
| | Poor | 484 | 14.91% |
| | Very Poor | 200 | 6.16% |
| | Don't Know | 411 | 12.66% |
| | Refuse to Answer | 14 | 0.43% |
| 16 | How would you rate the overall quality of police services? | | |
| | Very Good | 321 | 9.89% |
| | Good | 813 | 25.04% |
| | Acceptable | 971 | 29.90% |
| | Poor | 451 | 13.89% |
| | Very Poor | 288 | 8.87% |
| | Don't Know | 385 | 11.86% |
| | Refuse to Answer | 18 | 0.55% |
| 17 | How would you rate the overall quality of fire services? | | |
| | Very Good | 775 | 23.87% |
| | Good | 1182 | 36.40% |
| | Acceptable | 641 | 19.74% |
| | Poor | 73 | 2.25% |
| | Very Poor | 44 | 1.36% |
| | Don't Know | 524 | 16.14% |
| | Refuse to Answer | 8 | 0.25% |
| 18 | How would you rate the overall quality of 911 services? | | |
| | Very Good | 472 | 14.54% |
| | Good | 822 | 25.32% |
| | Acceptable | 599 | 18.45% |
| | Poor | 115 | 3.54% |





Community Survey Findings Report



| | | |
|------------------|------|--------|
| Very Poor | 63 | 1.94% |
| Don't Know | 1160 | 35.73% |
| Refuse to Answer | 16 | 0.49% |

19 How would you rate the overall prevention of local crime/neighborhood safety?

| | | |
|------------------|------|--------|
| Very Good | 122 | 3.76% |
| Good | 611 | 18.82% |
| Acceptable | 1136 | 34.99% |
| Poor | 706 | 21.74% |
| Very Poor | 395 | 12.17% |
| Don't Know | 255 | 7.85% |
| Refuse to Answer | 22 | 0.68% |

20 How would you rate the overall quality of City parks?

| | | |
|------------------|------|--------|
| Very Good | 329 | 10.13% |
| Good | 1130 | 34.80% |
| Acceptable | 1047 | 32.25% |
| Poor | 490 | 15.09% |
| Very Poor | 167 | 5.14% |
| Don't Know | 78 | 2.40% |
| Refuse to Answer | 6 | 0.18% |

21 How would you rate the overall quality of City recreation facilities?

| | | |
|------------------|------|--------|
| Very Good | 244 | 7.51% |
| Good | 941 | 28.98% |
| Acceptable | 1009 | 31.07% |
| Poor | 412 | 12.69% |
| Very Poor | 124 | 3.82% |
| Don't Know | 509 | 15.68% |
| Refuse to Answer | 8 | 0.25% |

22 How would you rate the overall quality of City activities, including special events and recreation programs?

| | | |
|------------------|------|--------|
| Very Good | 465 | 14.32% |
| Good | 1135 | 34.96% |
| Acceptable | 1012 | 31.17% |
| Poor | 301 | 9.27% |
| Very Poor | 89 | 2.74% |
| Don't Know | 237 | 7.30% |
| Refuse to Answer | 8 | 0.25% |





Community Survey Findings Report



| | | | |
|-----------|---|------|--------|
| 23 | How would you rate the overall quality of maintenance of City-owned buildings, streets, and sidewalks? | | |
| | Very Good | 125 | 3.85% |
| | Good | 784 | 24.15% |
| | Acceptable | 1237 | 38.10% |
| | Poor | 706 | 21.74% |
| | Very Poor | 288 | 8.87% |
| | Don't Know | 98 | 3.02% |
| | Refuse to Answer | 9 | 0.28% |
| | | | |
| 24 | How would you rate the overall quality of sewer and stormwater management? | | |
| | Very Good | 251 | 7.73% |
| | Good | 996 | 30.67% |
| | Acceptable | 1043 | 32.12% |
| | Poor | 273 | 8.41% |
| | Very Poor | 124 | 3.82% |
| | Don't Know | 548 | 16.88% |
| | Refuse to Answer | 12 | 0.37% |
| | | | |
| 25 | How would you rate the overall enforcement of City codes? | | |
| | Very Good | 70 | 2.16% |
| | Good | 449 | 13.83% |
| | Acceptable | 908 | 27.96% |
| | Poor | 611 | 18.82% |
| | Very Poor | 325 | 10.01% |
| | Don't Know | 854 | 26.30% |
| | Refuse to Answer | 30 | 0.92% |
| | | | |
| 26 | How would you rate the overall enforcement of parking? | | |
| | Very Good | 121 | 3.73% |
| | Good | 688 | 21.19% |
| | Acceptable | 1036 | 31.91% |
| | Poor | 358 | 11.03% |
| | Very Poor | 208 | 6.41% |
| | Don't Know | 802 | 24.70% |
| | Refuse to Answer | 34 | 1.05% |
| | | | |
| 27 | How would you rate the overall quality of traffic flow and congestion management? | | |
| | Very Good | 90 | 2.77% |
| | Good | 466 | 14.35% |
| | Acceptable | 1070 | 32.95% |





Community Survey Findings Report



| | | |
|------------------|-----|--------|
| Poor | 866 | 26.67% |
| Very Poor | 709 | 21.84% |
| Don't Know | 39 | 1.20% |
| Refuse to Answer | 7 | 0.22% |

28 How would you rate the overall quality of downtown Reno?

| | | |
|------------------|------|--------|
| Very Good | 43 | 1.32% |
| Good | 297 | 9.15% |
| Acceptable | 740 | 22.79% |
| Poor | 1134 | 34.92% |
| Very Poor | 994 | 30.61% |
| Don't Know | 33 | 1.02% |
| Refuse to Answer | 6 | 0.18% |

29 How would you rate the overall quality of customer service you receive from City employees?

| | | |
|------------------|-----|--------|
| Very Good | 396 | 12.20% |
| Good | 845 | 26.02% |
| Acceptable | 822 | 25.32% |
| Poor | 222 | 6.84% |
| Very Poor | 132 | 4.07% |
| Don't Know | 819 | 25.22% |
| Refuse to Answer | 11 | 0.34% |

30 How would you rate your ability to report an issue in your neighborhood or community?

| | | |
|------------------|-----|--------|
| Very Good | 284 | 8.75% |
| Good | 658 | 20.26% |
| Acceptable | 889 | 27.38% |
| Poor | 454 | 13.98% |
| Very Poor | 262 | 8.07% |
| Don't Know | 688 | 21.19% |
| Refuse to Answer | 12 | 0.37% |

31 In your opinion, what City of Reno government services are most important in our community? (Select your top 3)

| | | |
|---|------|--------|
| Providing emergency response services like fire, dispatch, and ambulance. | 1806 | 18.83% |
| Providing a police presence to prevent local crime and improve neighborhood safety. | 1580 | 16.47% |
| Maintaining and improving parks and access to open space. | 1123 | 11.71% |
| Providing community events and opportunities like recreation leagues, cultural celebrations, and parades. | 388 | 4.05% |



Community Survey Findings Report



| | | |
|--|------|--------|
| Maintaining and improving public infrastructure including buildings, streets, sewers, and sidewalks. | 1401 | 14.61% |
| Enforcing City codes, ordinances, and laws related to building safety, blight, or nuisance. | 620 | 6.46% |
| Managing traffic flow, congestion, and speeding zones on major Reno streets. | 929 | 9.69% |
| Creating more job opportunities and supporting local businesses across the city. | 525 | 5.47% |
| Enhancing community engagement opportunities for residents to contribute to the City's vision and decision-making. | 334 | 3.48% |
| Maintaining a vibrant downtown for residents, community members, and visitors. | 845 | 8.81% |
| Don't know | 23 | 0.24% |
| Refuse to answer | 17 | 0.18% |

32 Are you familiar with Reno Direct, the City of Reno's online platform for submitting service requests and tracking issues?

| | | |
|--|------|--------|
| Yes, I am very familiar with Reno Direct. | 1133 | 34.89% |
| Yes, I have heard of Reno Direct but have not used it. | 724 | 22.30% |
| No, I am not familiar with Reno Direct. | 1321 | 40.68% |
| Don't know | 63 | 1.94% |
| Refuse to answer | 6 | 0.18% |

33 Looking ahead to the next five years, what are the top three areas you'd most want the City of Reno to prioritize and improve? (Select up to 3)

| | | |
|---|------|--------|
| Maintaining the current levels of public safety services (police, fire, dispatch). | 1377 | 14.48% |
| Managing the City's budget. | 940 | 9.88% |
| Building new community amenities such as playgrounds, splash pads, picnic shelters, or walking trails. | 555 | 5.83% |
| Building new and retaining existing housing options in the region. | 666 | 7.00% |
| Encouraging new businesses and supporting existing businesses. | 622 | 6.54% |
| Maintaining and improving public infrastructure including sewer, publicly owned buildings, streets, sidewalks, and parks. | 1445 | 15.19% |
| Providing services to individuals experiencing homelessness or housing insecurity. | 989 | 10.40% |
| Preserving and protecting our natural environment, including the Truckee River. | 1368 | 14.38% |
| Improving opportunities for the public to engage with its local government. | 279 | 2.93% |
| Collaborating with new and growing industries and bringing them to Reno. | 257 | 2.70% |
| Having a vibrant and welcoming downtown. | 985 | 10.36% |





Community Survey Findings Report



| | | |
|------------------|----|-------|
| Don't know | 16 | 0.17% |
| Refuse to answer | 13 | 0.14% |

34 Is there anything else you would like the City Government to focus on in the next five years?

Many comments express a desire for more thoughtful housing and development practices, with requests to balance new construction with neighborhood character, enforce zoning standards, and encourage the use of existing buildings rather than building repetitive, uninspired apartment complexes.

A strong theme emerged around revitalizing downtown and midtown areas, including requests for cleaner public spaces, better upkeep of the River Walk, and measures to control noise, reckless driving, and crime in these areas.

Residents also frequently mention the need for enhanced public safety, focusing on increased police staffing, better visibility downtown, and more proactive enforcement of laws that affect neighborhood quality of life, such as noise ordinances and illegal street racing.

There is consistent support for improving transportation options, with suggestions for safer, more connected bike lanes, expanded public transit, and improved walkability throughout the city.

Many people emphasized the value of parks and recreation, asking for more green spaces, well-maintained trails, and recreational opportunities for residents of all ages.

A smaller theme included the importance of government accountability and transparency, asking City Hall to be more accessible, to listen more actively to constituents, and to follow through on community advisory processes.

Some responses focused on general service improvements, using broad language encouraging the City to simply do better in all areas, while a few touched on unique or unrelated topics that fell outside municipal responsibility.

35 Did you vote in the last local election?

| | | |
|------------------|------|--------|
| Yes | 3019 | 92.98% |
| No | 138 | 4.25% |
| Don't Know | 16 | 0.49% |
| Refuse to Answer | 74 | 2.28% |

36 In the past 6 months, have you attended or watched a public meeting, such as a Neighborhood Advisory Board or Reno City Council?

| | | |
|-----|------|--------|
| Yes | 1499 | 46.17% |
| No | 1696 | 52.23% |





Community Survey Findings Report



| | | |
|------------------|----|-------|
| Don't Know | 10 | 0.31% |
| Refuse to Answer | 42 | 1.29% |

37 In the past 6 months, have you served on or applied for a City board or commission?

| | | |
|------------------|------|--------|
| Yes | 107 | 3.30% |
| No | 3088 | 95.10% |
| Don't Know | 9 | 0.28% |
| Refuse to Answer | 43 | 1.32% |

38 In the past 6 months, have you participated in and/or applied for the Reno Constituents Institute (RCI)?

| | | |
|------------------|------|--------|
| Yes | 58 | 1.79% |
| No | 3091 | 95.20% |
| Don't Know | 55 | 1.69% |
| Refuse to Answer | 43 | 1.32% |

39 In the past 6 months, have you contacted or visited a public official – at any level of government – to express your opinion?

| | | |
|------------------|------|--------|
| Yes | 1544 | 47.55% |
| No | 1636 | 50.38% |
| Don't Know | 14 | 0.43% |
| Refuse to Answer | 53 | 1.63% |

40 In the past 6 months, have you volunteered for City event like a community clean up?

| | | |
|------------------|------|--------|
| Yes | 804 | 24.76% |
| No | 2371 | 73.02% |
| Don't Know | 17 | 0.52% |
| Refuse to Answer | 55 | 1.69% |

41 In the past year, what City of Reno-sponsored activities have you attended or engaged in? (Select all that apply)

| | | |
|--|------|--------|
| Special events (Flicks on the Bricks, Dancing on the River, etc.) | 1446 | 27.70% |
| Cultural and heritage celebrations events (Black History, Hispanic Heritage, etc.) | 800 | 15.33% |
| Recreation activities (kickball, volleyball, aquatic classes, yoga, etc.) | 793 | 15.19% |
| Senior engagement activities (technology classes, cooking classes, etc.) | 382 | 7.32% |
| Before and after-school programs (Sierra Kids, Vacation Station) | 182 | 3.49% |
| Other | 608 | 11.65% |
| None | 888 | 17.01% |



Community Survey Findings Report

| | | |
|------------------|----|-------|
| Don't know | 68 | 1.30% |
| Refuse to answer | 53 | 1.02% |

42 What engagement opportunities would you like to see more of in Reno? (Select 3)

| | | |
|--|------|--------|
| Special events (Flicks on the Bricks, Dancing on the River, etc.) | 1568 | 21.37% |
| Cultural and heritage celebrations events (Black History, Hispanic Heritage, etc.) | 1093 | 14.89% |
| Recreation activities (kickball, volleyball, aquatic classes, yoga, etc.) | 1391 | 18.95% |
| Senior engagement activities (technology classes, cooking classes, etc.) | 1127 | 15.36% |
| Before and after-school programs (Sierra Kids) | 887 | 12.09% |
| Other | 607 | 8.27% |
| None | 0 | 0.00% |
| Don't know | 546 | 7.44% |
| Refuse to answer | 120 | 1.64% |

43 What barriers, if any, prevent you from attending City events and activities? (Select all that apply)

| | | |
|---|------|--------|
| Lack of information and/or knowledge about events or activities | 1928 | 30.79% |
| Lack of interest | 608 | 9.71% |
| Scheduling conflicts | 1237 | 19.76% |
| Cost of attendance | 494 | 7.89% |
| Transportation issues | 499 | 7.97% |
| Safety concerns | 826 | 13.19% |
| Other | 390 | 6.23% |
| None | 226 | 3.61% |
| Don't know | 34 | 0.54% |
| Refuse to answer | 19 | 0.30% |

44 What barriers prevent you from engaging with the City of Reno? (Select all that apply)

| | | |
|---|------|--------|
| Lack of trust in local government | 1024 | 19.88% |
| Difficulty finding information provided by the City of Reno | 1005 | 19.51% |
| Scheduling conflicts /lack of time | 1213 | 23.55% |
| Local government doesn't impact my life | 62 | 1.20% |
| Language/accessibility barriers | 41 | 0.80% |
| Complexity of government processes | 723 | 14.04% |
| I'm not interested in the work the City of Reno does | 48 | 0.93% |
| Other | 373 | 7.24% |
| None | 516 | 10.02% |
| Don't know | 117 | 2.27% |





Community Survey Findings Report



| | | | |
|-----------|--|------|--------|
| | Refuse to answer | 29 | 0.56% |
| 45 | How well-informed are you about what the City is doing to provide services to the people who live here? | | |
| | Very Informed | 290 | 8.93% |
| | Informed | 1233 | 37.97% |
| | Neutral | 1125 | 34.65% |
| | Uninformed | 472 | 14.54% |
| | Extremely Uninformed | 80 | 2.46% |
| | Don't know | 37 | 1.14% |
| | Refuse to answer | 10 | 0.31% |
| 46 | Where do you currently get information about City of Reno programs and services? (Check all that apply) | | |
| | City of Reno website, social media platforms, newsletters, etc. | 2111 | 30.43% |
| | Local news outlets | 2195 | 31.64% |
| | Social media influencers | 629 | 9.07% |
| | Word of mouth | 1568 | 22.60% |
| | Other | 356 | 5.13% |
| | Don't know | 61 | 0.88% |
| | Refuse to answer | 17 | 0.25% |
| 47 | Which communication channels do you prefer to stay informed and updated by the City government? (Select all that apply) | | |
| | City of Reno social media platforms | 1399 | 21.70% |
| | Reno.gov website | 1585 | 24.59% |
| | Mail from the City of Reno | 660 | 10.24% |
| | Emails from the City of Reno | 1725 | 26.76% |
| | Automated text messaging and alerts from the City of Reno | 558 | 8.66% |
| | Other | 312 | 4.84% |
| | Don't know | 161 | 2.50% |
| | Refuse to answer | 47 | 0.73% |
| 48 | How satisfied are you with the clarity and accessibility of the language used in our services and communications? | | |
| | Very Satisfied | 657 | 20.23% |
| | Satisfied | 1306 | 40.22% |
| | Neutral | 840 | 25.87% |
| | Unsatisfied | 88 | 2.71% |
| | Very Unsatisfied | 40 | 1.23% |
| | Don't know | 291 | 8.96% |
| | Refuse to answer | 25 | 0.77% |





Community Survey Findings Report



| | | | |
|-----------|--|------|--------|
| 49 | Are you aware that language services (such as translation, interpretation, or language assistance) are available to help you access our services? | | |
| | Yes | 1642 | 50.57% |
| | No | 841 | 25.90% |
| | Not Sure | 236 | 7.27% |
| | Don't know | 446 | 13.74% |
| | Refuse to answer | 82 | 2.53% |
| | | | |
| 50 | Do you currently live in Reno? | | |
| | Yes | 2983 | 91.87% |
| | No | 179 | 5.51% |
| | Refuse to answer | 85 | 2.62% |
| | | | |
| 51 | How long have you lived in Reno? | | |
| | Less than one year | 57 | 1.76% |
| | 1-5 years | 434 | 13.37% |
| | 6+ years | 2630 | 81.00% |
| | Refuse to answer | 126 | 3.88% |
| | | | |
| 52 | What is your zip code? | | |
| | 89506 | 235 | 7.24% |
| | 89502 | 289 | 8.90% |
| | 89521 | 395 | 12.17% |
| | 89519 | 137 | 4.22% |
| | 89509 | 643 | 19.81% |
| | 89503 | 350 | 10.78% |
| | 89501 | 124 | 3.82% |
| | 89434 | 25 | 0.77% |
| | 89523 | 370 | 11.40% |
| | 89436 | 60 | 1.85% |
| | 89511 | 213 | 6.56% |
| | 89439 | 30 | 0.92% |
| | 89512 | 134 | 4.13% |
| | 89508 | 55 | 1.69% |
| | 89431 | 41 | 1.26% |
| | 89505 | 2 | 0.06% |
| | 89441 | 27 | 0.83% |
| | 88503 | 1 | 0.03% |
| | 80509 | 1 | 0.03% |
| | 96150 | 1 | 0.03% |





Community Survey Findings Report



| | | |
|-------|----|-------|
| 88521 | 1 | 0.03% |
| 89433 | 16 | 0.49% |
| 96130 | 1 | 0.03% |
| 89704 | 5 | 0.15% |
| 88502 | 1 | 0.03% |
| 89821 | 1 | 0.03% |
| 89526 | 1 | 0.03% |
| 80523 | 1 | 0.03% |
| 89432 | 1 | 0.03% |
| 89701 | 1 | 0.03% |
| 90250 | 1 | 0.03% |
| 89510 | 10 | 0.31% |
| 89406 | 1 | 0.03% |
| 89507 | 2 | 0.06% |
| 96753 | 1 | 0.03% |
| 89557 | 2 | 0.06% |
| 89135 | 1 | 0.03% |
| 89606 | 1 | 0.03% |
| 94002 | 1 | 0.03% |
| 89570 | 1 | 0.03% |
| 97501 | 1 | 0.03% |
| 89423 | 1 | 0.03% |
| 94541 | 1 | 0.03% |
| 89533 | 1 | 0.03% |
| 89451 | 1 | 0.03% |
| 89119 | 1 | 0.03% |
| 89524 | 2 | 0.06% |
| 88509 | 3 | 0.09% |
| 89408 | 4 | 0.12% |
| 89424 | 1 | 0.03% |
| 94044 | 1 | 0.03% |
| 89593 | 2 | 0.06% |
| 89403 | 1 | 0.03% |
| 89536 | 1 | 0.03% |
| 89513 | 1 | 0.03% |
| 89500 | 1 | 0.03% |
| 75023 | 1 | 0.03% |
| 89703 | 2 | 0.06% |
| 89449 | 1 | 0.03% |
| 89454 | 1 | 0.03% |
| 89504 | 2 | 0.06% |





Community Survey Findings Report



| | | |
|------------------|----|-------|
| 88523 | 2 | 0.06% |
| 89429 | 1 | 0.03% |
| 88436 | 1 | 0.03% |
| 88508 | 1 | 0.03% |
| 78665 | 1 | 0.03% |
| 98503 | 1 | 0.03% |
| 89760 | 1 | 0.03% |
| 89706 | 1 | 0.03% |
| 88433 | 1 | 0.03% |
| Refuse to Answer | 23 | 0.71% |

53 Which ward do you live in?

| | | |
|--|-----|--------|
| Ward 1, represented by Kathleen Taylor | 354 | 10.90% |
| Ward 2, represented by Naomi Duerr | 664 | 20.45% |
| Ward 3, represented by Miguel Martinez | 240 | 7.39% |
| Ward 4, represented by Meghan Ebert | 224 | 6.90% |
| Ward 5, represented by Devon Reese | 489 | 15.06% |
| Ward 6, represented by Brandi Anderson | 330 | 10.16% |
| I don't know or can't remember | 448 | 13.80% |
| I live in unincorporated Washoe County | 233 | 7.18% |
| I don't live in Reno or Washoe County | 62 | 1.91% |
| Refuse to answer | 203 | 6.25% |

54 Please select the gender with which you most identify.

| | | |
|--------------------|------|--------|
| Female | 1748 | 53.83% |
| Male | 1192 | 36.71% |
| Transgender Female | 4 | 0.12% |
| Transgender Male | 6 | 0.18% |
| Transgender | 11 | 0.34% |
| Other | 15 | 0.46% |
| Refuse to answer | 271 | 8.35% |

55 Please select the sexual orientation with which you most identify.

| | | |
|-------------------------|------|--------|
| Bisexual | 135 | 4.16% |
| Gay | 85 | 2.62% |
| Lesbian | 28 | 0.86% |
| Straight (Heterosexual) | 2431 | 74.87% |
| Other | 44 | 1.36% |
| Refuse to answer | 524 | 16.14% |

56 Please select the categories with which you most identify (Select all that apply).



Community Survey Findings Report



| | | | |
|-----------|--|------|--------|
| | American Indian or Alaska Native | 80 | 2.27% |
| | Asian | 110 | 3.13% |
| | Black or African American | 45 | 1.28% |
| | Hispanic or Latino/a/x/e | 267 | 7.59% |
| | Native Hawaiian or Other Pacific Islander | 19 | 0.54% |
| | North African | 6 | 0.17% |
| | Middle Eastern | 14 | 0.40% |
| | White | 2474 | 70.30% |
| | My race or ethnicity is not listed | 69 | 1.96% |
| | Refuse to answer | 435 | 12.36% |
| 57 | Do you speak a language other than English? | | |
| | Yes | 860 | 26.49% |
| | No | 2181 | 67.17% |
| | Refuse to answer | 206 | 6.34% |
| 58 | What is the highest level of school you have completed or the highest degree you have received? | | |
| | Some high school, no diploma | 18 | 0.55% |
| | High School graduate, diploma, or the equivalent | 140 | 4.31% |
| | Trade/technical/vocational training | 97 | 2.99% |
| | Some college credit, no degree | 450 | 13.86% |
| | Associate's degree | 224 | 6.90% |
| | Bachelor's degree | 1089 | 33.54% |
| | Master's degree | 751 | 23.13% |
| | Professional degree | 134 | 4.13% |
| | Doctorate degree | 191 | 5.88% |
| | Refuse to answer | 153 | 4.71% |
| 59 | Please select the statement with which you most identify. | | |
| | I am a person with a disability | 364 | 11.21% |
| | I am not a person with a disability | 2515 | 77.46% |
| | Refuse to answer | 368 | 11.33% |
| 60 | Military Status | | |
| | Active Military | 5 | 0.15% |
| | Prior Active Military | 254 | 7.82% |
| | Reserve or Guard Member | 15 | 0.46% |
| | Military Spouse | 78 | 2.40% |
| | Non-military Status | 2604 | 80.20% |
| | Refuse to answer | 291 | 8.96% |





Community Survey Findings Report



61 What is your age group?

| | | |
|------------------|------|--------|
| 22 or Under | 45 | 1.39% |
| 23 – 38 | 585 | 18.02% |
| 39 – 54 | 774 | 23.84% |
| 55 – 73 | 1239 | 38.16% |
| 74 and over | 407 | 12.53% |
| Refuse to answer | 197 | 6.07% |

62 Which of the following best describes your total household pre-tax income last year (2024)? Please include all sources of income, including benefits.

| | | |
|---------------------|-----|--------|
| \$14,999 and under | 70 | 2.16% |
| \$15,000-\$34,999 | 158 | 4.87% |
| \$35,000-\$74,999 | 524 | 16.14% |
| \$75,000-\$149,999 | 951 | 29.29% |
| \$150,000-\$299,999 | 667 | 20.54% |
| \$300,000 | 177 | 5.45% |
| Refuse to answer | 700 | 21.56% |

63 Which of the following best describes your housing?

| | | |
|-------------------------------------|------|--------|
| I live with family or friends | 186 | 5.73% |
| I rent an apartment | 314 | 9.67% |
| I rent a room in an apartment/home | 55 | 1.69% |
| I rent a home/condo/townhome | 237 | 7.30% |
| I own my home/condo/townhome | 2262 | 69.66% |
| I do not have a permanent residence | 13 | 0.40% |
| Refuse to answer | 180 | 5.54% |





Appendix C: Digital Toolkit

Find the 2025 Digital Toolkit online at www.reno.gov/communitysurvey

