



C I T Y O F  
**RENO**  
Memorandum

**DATE:** April 4, 2025  
**TO:** Mayor and City Council  
**THROUGH:** Jackie Bryant, City Manager  
**FROM:** Jocelyn Runnels, Fellow  
Cori Fisher, Housing Manager  
**DEPT:** Housing and Neighborhood Development  
**SUBJECT:** Love Your Block Neighborhood Project Assistance Application Updates

The Love Your Block program launched in Ward 3 of the City of Reno on February 14, 2025. Love Your Block is a grant program that empowers resident-led neighborhood innovation. Cities participating in Love Your Block receive funding to support mini-grants for community-led revitalization projects.

On February 19, 2025, City of Reno Council Member Miguel Martinez and Housing and Neighborhood Manager Cori Fisher held a media availability event that reached 77,484 citizens who viewed or otherwise engaged with the television media campaign.

Projects submitted included, but were not limited to:

- Pollinator gardens
- Native plant installations
- Community Narcan boxes
- Neighborhood food gardens
- Xeriscaping
- General home repairs

These project ideas align closely with the values embedded in the City of Reno's Strategic Plan, supporting all six overarching goals:

- Fiscal Sustainability
- Public Safety
- Economic Opportunity, Homelessness, and Affordable Housing
- Economic and Community Development
- Infrastructure, Climate Change, and Environmental Sustainability
- Arts, Parks, and Historical Resources

## **Ward 3 Neighborhood Assistance Application Highlights**

Among the applicants:

- 94% identified as private property owners.
- 60% noted they were not the owner of the property where the project would take place.
- 20% of proposals targeted public property.
- 13% selected “Other” in terms of property ownership.

“...over 20% of the applicants were not the owner of the property. [This] illustrates that those folks appreciate their community enough to want to improve it – whether they are [property] owners or not.”- John Wirtz, Economic Development Marketing Program Manager City Managers’ Office

In terms of project type:

- 54% focused on small home repairs.
- 26% addressed broader neighborhood improvements.
- 16% proposed community beautification or public art.
- 4% involved neighborhood clean-up efforts.

### **Breakdown of Submitted Projects**

Home Repair

- 24 proposals: General exterior repairs (e.g., roofing, fencing, tree trimming)
- 7 proposals: ADA/safety-focused interior repairs
- 8 proposals each for: General exterior work and fencing
- 6 proposals: Tree maintenance
- 3 proposals: Roofing
- 4 proposals: Interior ADA improvements
- 3 proposals: Addressing known hazards (electrical, plumbing)

Home Repair/Neighborhood Improvement

- 5 proposals: Pollinator garden installations
- 4 proposals: Xeriscaping or drought-resistant landscaping
- 3 proposals: Native plant or tree installations

Neighborhood Improvement

- 7 proposals: Community art, beautification, or historic restoration
- 7 proposals: Parks, and sidewalks/streetlights
- 5 proposals: General neighborhood enhancements
- 2 proposals: Bike rack installations

These numbers align with the City of Reno’s Strategic Plan/Goals regarding sustainability. It reflects that as a local government, these strategies represent the community values for all City of Reno residents.

**Upcoming Events:**

- April 7: The University of Nevada, Reno (UNR) will host César Chávez Day “Love Your Block” civic deliberation & volunteer recruitment event
- April 19: City of Reno’s Love Your Block team will host a volunteer orientation training at UNR’s Center for Civic Engagement
- April 22: Mini grant winners are announced
- April 23: Volunteer management system launches and neighborhood projects begin
- April 28: Love Your Block team and Councilmember Martinez featured at UNR’s Annual Civic Impact Celebration