



C I T Y O F
RENO
Memorandum

DATE: October 10, 2025
TO: Mayor and Council
THROUGH: Jackie Bryant, City Manager
FROM: Ashley D. Turney, Assistant City Manager
DEPT: City Manager's Office
SUBJECT: Parking Program Updates – September 2025

This memo shall serve to update Council on the Parking Program since the last memo to Council, dated September 3, 2025 (attached).

On June 20, 2025, the City of Reno reinstated access to registered owner data, enabling staff to obtain addresses for unpaid parking citations.

Parking Revenue and tickets paid to date are as follows:

- June 20-July 20, 2025: 2,157 parking tickets paid totaling \$67,890.97 in fines and fees.
- July 21-August 31, 2025: 6,739 parking tickets paid totaling \$196,855.21 in fines and fees.
- September 1-September 30, 2025: 2,488 parking tickets paid in the month of September totaling \$100,946.34 in fines and fees.

Ticket collections increased in August as staff gained access to more registered owner data and recovered longer-outstanding fines. September's collection numbers fluctuated due to outages in State of Nevada systems, but staff has since reestablished the necessary connections. Staff met with the Department of Public Safety and received preliminary approval to begin the process of reconnection for registration holds. The cost for registration holds will cost approximately \$55,000 and will take 3-4 months for programming. Funds have been identified, and programming work is expected to begin in the coming months.

The City's existing parking meter infrastructure is currently facing issues related to battery life. Additionally, seasonal impacts such as colder weather and reduced sunlight will impact the meter's ability to remain functional throughout the winter. In response, staff is actively assessing ongoing maintenance requirements and evaluating the long-term viability of the current meter

system. Staff has also begun reviewing more modern parking technologies to potentially replace the aging meters. A pilot program is under consideration, and any future transition will be carefully planned to maintain continuity of service and revenue collection. Further updates will be provided to Council as this assessment progresses.

Staff will monitor revenue collections on a weekly basis, and unpaid citations may be sent to collections if payments are not remanded.

Additional operational changes are expected, and Council will receive updates periodically on these, as well as regular revenue updates.