



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

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**DATE:** July 24, 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\_ July 2025

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This memo shall serve to update Council on the Parking Program since the last memo to Council, dated June 16, 2025 (attached).

On June 20, 2025, registered owner data was reimplemented by the City of Reno, allowing access to address look-up for parking tickets. Since then, 2,157 parking tickets have been paid totaling \$67,890.97 in fines and fees.

**Next Steps:**

Staff has determined reconnection to the DMV for registration holds will cost approximately \$55,000 and will take 3-4 months for programming once the funding has been identified. Meetings are scheduled with other jurisdictions to determine if any additional cost savings can be found from shared knowledge.

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 over the coming months and Council will receive updates periodically on these, as well as regular revenue updates.