



C I T Y O F
RENO
Memorandum

DATE: June 24, 2025

TO: Mayor and City Council

THROUGH: Jackie Bryant, City Manager

FROM: Calli Wilsey, Director of Policy and Strategy
Carissa Bradley, Strategic Initiatives Manager

DEPT: Office of Policy and Strategy

SUBJECT: Reno Strategic Plan – Community Engagement Opportunities and Progress Update

Members of the community will be asked to engage in the City’s strategic planning process in July with a series of community sessions meant to elicit feedback that can be used to drive measurable outcomes in the updated version of the City’s strategic plan. This memorandum provides details about those sessions and includes an update on the City of Reno’s Strategic Plan process.

In March, the Council requested that the plan update include more forms of measurement, comprehensive stakeholder engagement, and build upon existing planning frameworks. Council also indicated that the high-level priorities outlined in the 2020-2025 Strategic Plan are likely to remain in the plan’s update.

Phase 1 - Gain Insights (March – August)

The City is currently in the “gain insights” phase of the planning process. The goal of this phase is to collect input from a broad range of stakeholders, including Council, the community, and employees. As a part of this phase, the strategic planning team completed individual interviews with Council members and the 2025 Community Survey, with more than 3,200 responses. Staff intends to bring survey results to Council mid-August.

In addition to community input through the survey, the strategic planning process allows for the community to engage in person. Staff will host a series of community drop-in sessions in July at various locations across Reno. These events will create space for casual conversations around the City’s seven strategic priority areas. Each site will feature seven staffed stations where attendees

can discuss strengths and opportunities for each priority area. Individuals who cannot attend the sessions can visit the first floor of City Hall to write down their thoughts between July 8-24.

Schedule of Strategic Plan Community Drop-in Sessions:

- Tuesday, July 8 6-8 p.m. at Neil Road Recreation Center
- Thursday, July 10 6-8 p.m. at McKinley Arts and Culture Center
- Saturday, July 12 2-4 p.m. at South Valleys Library
- Tuesday, July 15 6-8 p.m. at Stead Airport

Concurrently, there will be a series of employee-focused drop-in opportunities for staff to also provide their insights.

After the conclusion of the gaining insights phase, the strategic planning team will synthesize the information and prepare for the scheduled September strategic planning workshop.

Phase 2 - Agree to Priorities (September 3-4)

This phase focuses on confirming the City’s high-level strategic priorities and proposing outcomes of the plan during the Council strategic planning workshop, which is scheduled on September 3-4. At this workshop, staff will present key strategic topics and issues for Council consideration. Council will then provide direction on where to focus efforts on the new strategic plan.

Phase 3 - Draft Plan (September - October)

Based on feedback from the September workshop, staff will develop a draft strategic plan that outlines specific outcomes, strategies, and initiatives aligned with the agreed-upon priorities.

Phase 4 - Refine Plan (October – December)

The draft plan will be released for feedback from Council, the community, and employees. Based on this input, the plan will be refined to ensure it reflects the collective vision and priorities of the City.

Phase 5 - Adopt and Share (January 2026)

In the final phase, the refined strategic plan will be presented to Council for formal adoption. Once approved, the plan will go into effect on July 1, 2026.