



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

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**DATE:** April 15, 2026

**TO:** Mayor and City Council

**THROUGH:** Jackie Bryant, City Manager

**FROM:** Nathan Ullyot, Parks and Recreation Director  
Karina Mercier, Project Manager – Park Planner

**DEPT:** Parks and Recreation

**SUBJECT:** Update on the Progress of the Parks Service Plan Development

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This memo is intended to provide Council an update on the development of the Parks Service Plan to investigate the feasibility of a Park District that was approved via a professional services agreement with PROS Consulting, Inc on June 4, 2025. The professional services agreement with a total cost of \$223,550 has been offset by contributions from Washoe County in the amount of \$100,000 and from the Redevelopment Agency in the amount of \$60,000 which have been formally received by the Parks and Recreation Department.

Since Council approval of the agreement, City Parks staff has maintained regular meetings with Washoe County and City of Sparks staff. The scope of collaboration has since broadened to include representatives from the Sun Valley General Improvement District. PROS Consulting has also held stakeholder interviews with representatives of the Reno-Sparks Indian Colony. Together with PROS Consulting the team has completed the initial stakeholder interviews, data requests, preliminary site visits and facility assessments. The feedback received from elected officials and stakeholders is that there is a strong potential value in a regional park district, but that support for a ballot initiative depends on credible, transparent communication that demonstrates tangible, jurisdiction-specific benefits.

### **Survey**

A key focus in this stage of the Service Plan's development has been surveying. The consultant has completed the survey, which was mailed directly to pre-selected residents, ensuring that results accurately reflect the demographics of our region. The survey required a minimum of 600

responses from the pre-selected groups. Of the minimum responses required, 300 were needed from Reno, 150 from unincorporated Washoe County, and 150 from Sparks. At the completion of the process there were a total of 748 surveys collected utilizing random sampling to ensure statistically significant and valid results that represent the region's population.

Staff from both the Cities and County also started an additional community survey to ensure all residents could participate. This accessible version was offered in Spanish as well. Alongside the survey, they created a joint landing page at [OurParksNV.org](http://OurParksNV.org) that explains what a Service Plan is and outlines the possible benefits of a new park district. The survey ended on March 13, 2026.

### **Next Steps**

The PROS Consulting team has provided a draft Levels of Service analysis which is being reviewed and verified by each jurisdiction. Additionally, PROS Consulting is working to analyze the feedback received through the surveys. PROS Consulting will present these findings and the status of the Service Plan at a concurrent meeting with all the jurisdiction's Recreation and Parks boards which is tentatively scheduled for April 30, 2026. Councils/Commissions are invited to attend, and a memo will be sent to Council summarizing the meeting's content.

The Redevelopment Agency Advisory Board (RAAB) has also requested an update from staff. Department staff will present along with PROS Consulting at the May 4 RAAB meeting.

The project is on track for completion by August 2026. Should Council desire more detail regarding the project tasks and timeline, staff can provide the project schedule.