



# RENO MASTER PLAN

Preliminary Results of the Phase 1 Public Participation Plan

December 16, 2015

# Engagement strategy



1. Created the ReImagine Reno brand
2. Created a “one-stop shop” website for the Master Plan Update
3. Mounted extensive public awareness campaign
4. Provided quick (online survey) and deeper (in-person facilitated focus groups) opportunities for input

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# Participation



- 5,824 total engagement!
  - 4,025 took the online survey
    - Huge data set for the 21 multiple-choice questions
    - Over 1,500 write-in ideas for the free response question
  - 766 attended a focus group
    - Held 28 focus groups with 94 sub-groups
    - Over 500 pages of flip chart notes
    - Have transcribed 50% of the recordings so far
  - 1,033 attended a road show presentation

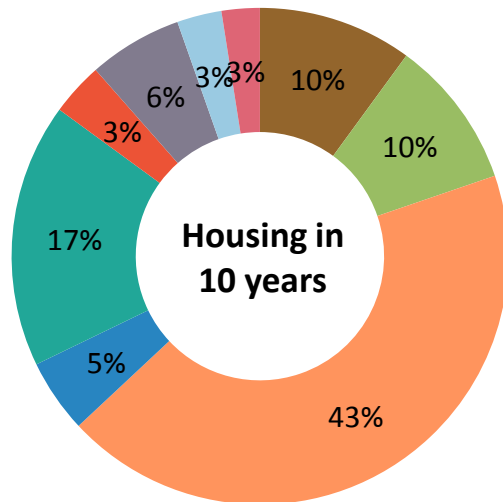
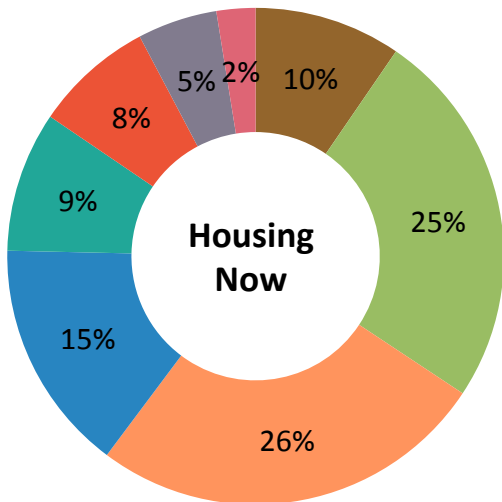
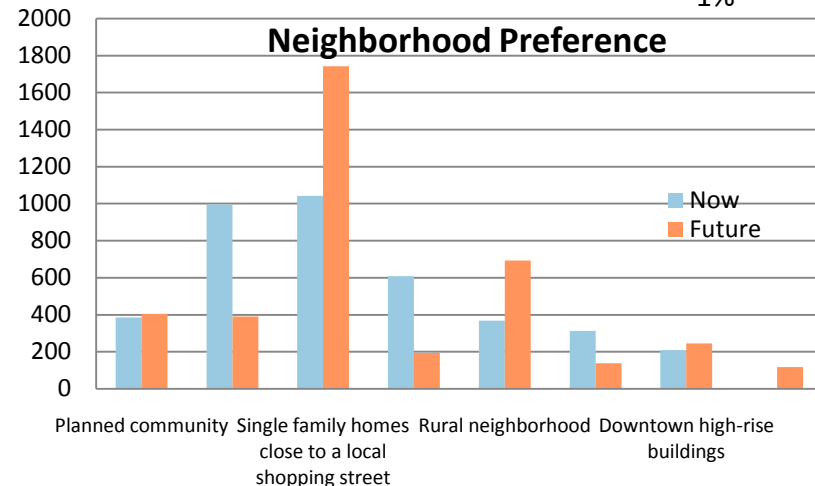
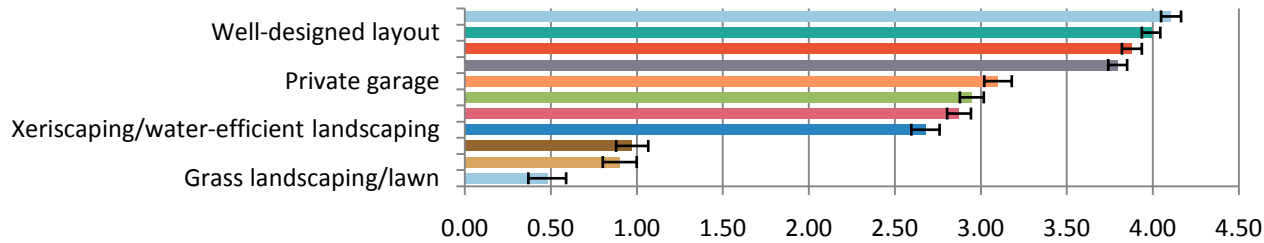
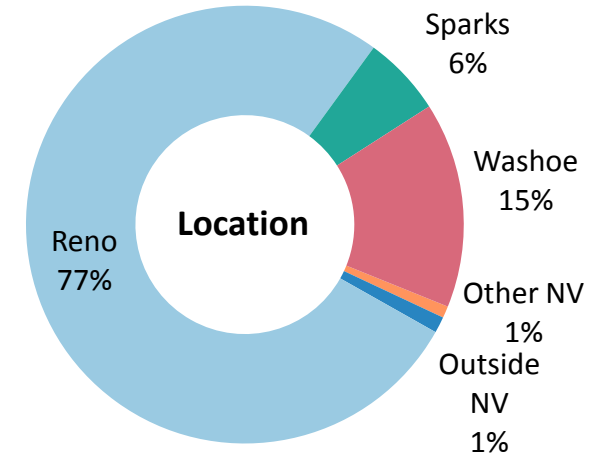
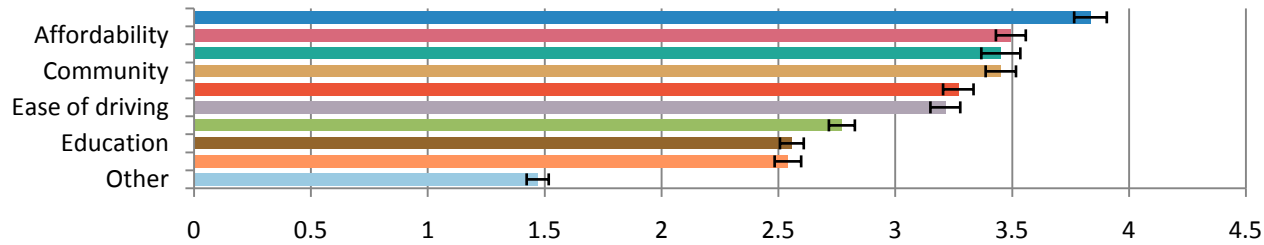
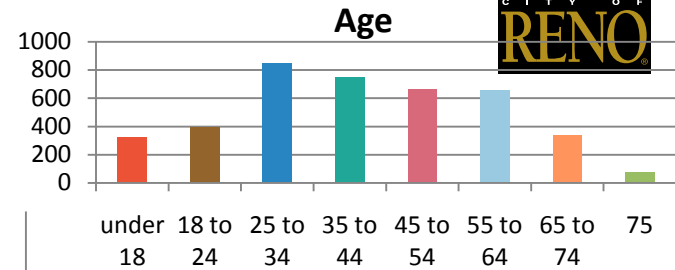
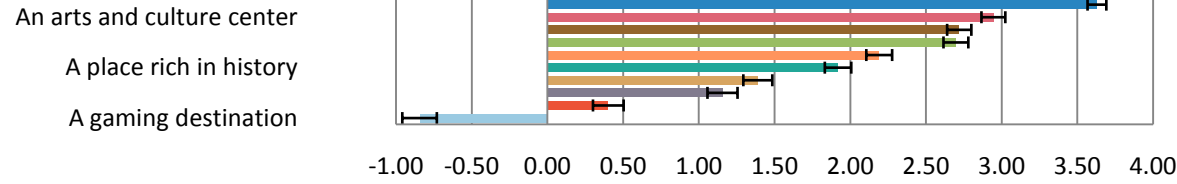
## Quantitative inputs

- Reviewed and cleaned data
- Basic analysis of multiple choice questions
  - Preference data (questions with -5 to 5+ rankings) were averaged and then ranked by tiers of importance
- Deeper analysis will be performed as needed

## Qualitative inputs *(in progress)*

- Pertains to the same four questions posed to each focus group and free response of survey
- Cataloging and classifying topics in a structure to enable identification of trends and common themes
- Pulling representative quotes

# Preview of the details in the report



# Survey demographics



1. Connected with full age spectrum, especially younger demographics
2. Participation from all Reno zip codes
3. Registered voters and homeowners were more highly represented in our data than in the general population

➤ With a sample size of over 4,000 people, the survey results are statistically representative of the whole population

# Community Vision



## **Phrases that could describe Reno in 20 years:**

*rated on a -5 to +5 scale*

1. A base for outdoor activities (3.6 average)
2. An arts and culture center (2.9 average)
3. A university town &  
A technology center (both 2.7 average)

# Community Values



## Top tier:

*3.5+ average on a -5 to 5+ scale*

1. Safety  
(pedestrians, drivers, cyclists)
2. Well-maintained  
(roads, buildings, street lights, street landscaping)
3. Affordability
4. Sense of community

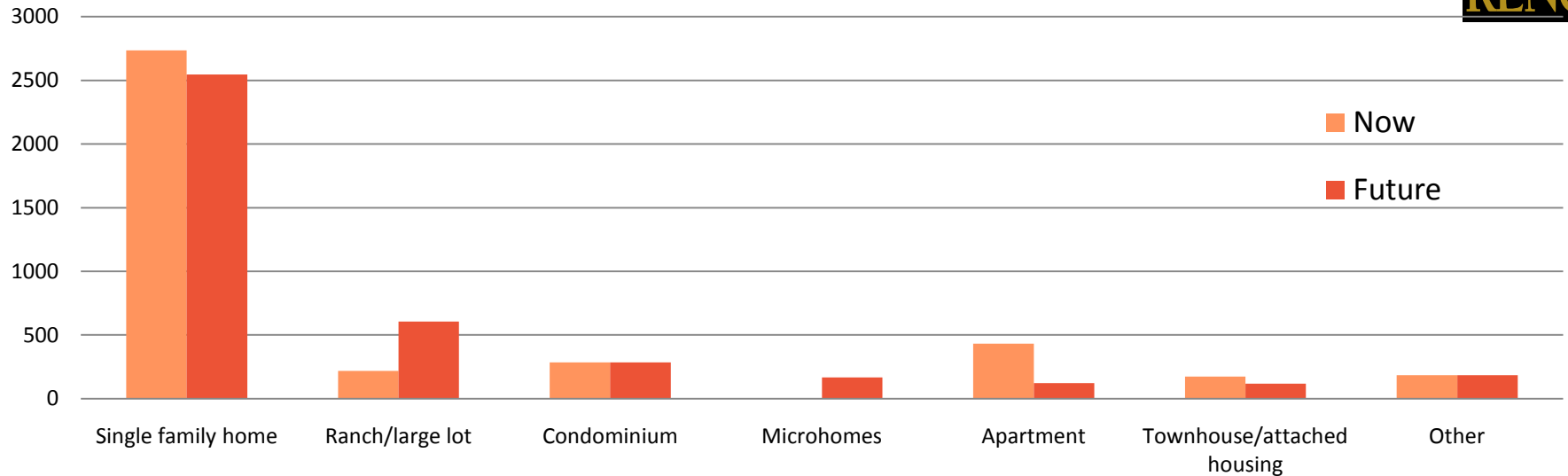
## Second tier:

*2.5+ average*

1. Local shopping and dining
2. Ease of driving
3. Low noise levels
4. Access to outdoors
5. Education
6. Local food



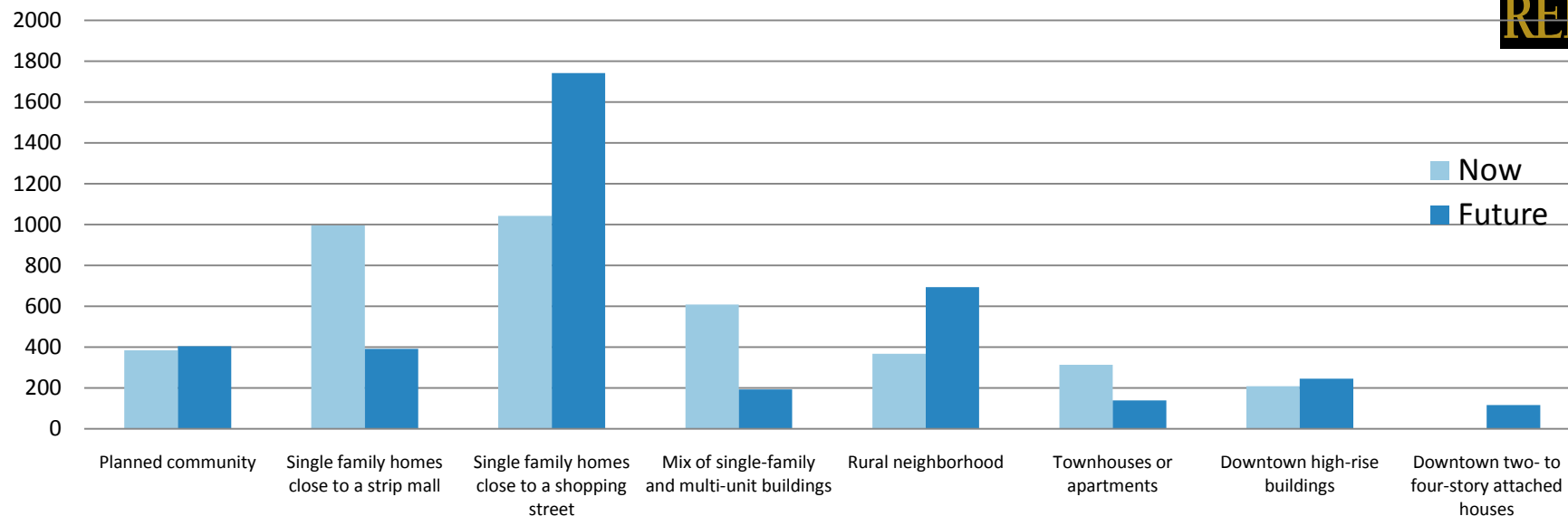
# Housing preferences



- Decrease of 7% for single family home, decrease of 72% for apartments and decrease of 32% for townhouse/attached housing
- Increase of 178% for ranch/ large lot homes
- Small but emerging interest in smaller homes
- 86% desire a private yard: 45% for “small yard” and 40% for “large yard”

➤ Majority of population prefers single family detached homes now and in the future

# Neighborhood preferences



- Increase of 67% for single family home near local *shopping street* and decrease of 61% for single family home near local *strip mall*
- Increase of 88% for rural neighborhood
- Increase of 74% for downtown living and decrease of 64% for neighborhoods with mix of single family and multi-unit as well as and townhouse/ apartment developments

➤ Majority (62%) desire walkable neighborhoods that are *either* exclusively single family or downtown

# Preliminary trends from focus groups *(in progress)*



## **Positive:**

- Scale and natural setting
- Friendly community
- Arts and culture
- Diversity
- Events and entertainment

## **Negatives:**

- Downtown
- Blight
- Homeless
- **Safety** (mostly confined to Downtown)

## **Increase focus on:**

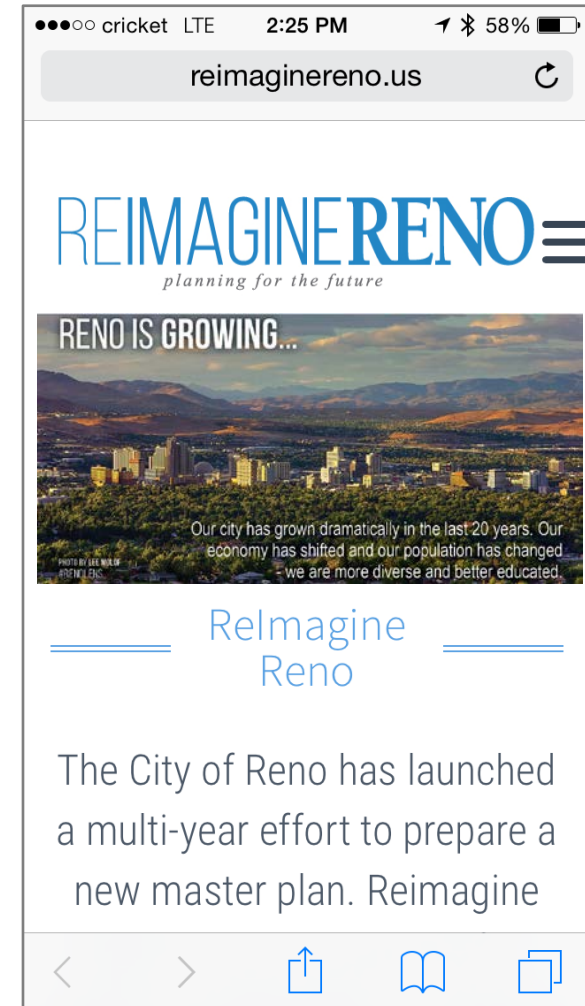
- Sustainability, climate change and resiliency
- **Connectivity** (especially to the University) **and walkability**
- Education
- Public transportation



# More details online!



- Preliminary report available now
  - Updated with Focus Group analysis by 1/20
- All the raw data is available via Open Reno



# Next steps



- Joint meeting of City Council and Planning Commission on January 20<sup>th</sup> at 6pm
  - Coincides with release of the Community Profile and Master Plan Assessment reports
  - The meeting will review the Phase 1 work products and set the direction for Phase 2

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