CITY OF RENO

Memorandum

DATE: November 12, 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 - October 2025

This memo shall serve to update Council on the Parking Program since the last memo to Council, dated October 9, 2025.

Revenue Updates:

On June 20, 2025, the City of Reno reinstated access to the Nevada Department of Motor Vehicle's registered owner data after nearly 10 months, enabling staff to obtain addresses for unpaid parking citations.

Parking Revenue and tickets paid to date are as follows:

- June 20-June 30, 2025: 490 parking tickets paid totaling $15,611.39 in fines and fees.
- July 1-July 31, 2025: 3,972 parking tickets paid totaling $120,735.94 in fines and fees.
- August 1 – August 31, 2025: 4,436 parking tickets paid totaling $128,398.64 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.
- October 1 – October 31, 2025: 1,844 parking tickets paid in the month of September totaling $65,130.45 in fines and fees.
- **The total amount collected since reinstating access to the registered owner data is: $430,822.76.**

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

Software Updates:

A kick-off meeting was held to initiate the DMV hold and programming process. Staff met with the software vendor to begin coordinating the technical and procedural requirements necessary for implementation. This collaboration marks the first phase of integrating DMV hold functionality into the existing system, aimed at improving the management of outstanding citations and compliance holds. An implementation meeting is expected to take place in the coming weeks to finalize the development timeline, testing process, and deployment strategy.

Operational Updates:

Beginning November 3, 2025, all City of Reno parking ticket payments will be processed through the Reno Police Department (RPD), either in person at the Reno Public Safety Center (911 Kuenzli St., Monday through Friday, 9 a.m. to 4 p.m.) or online 24 hours a day.

This change is part of a broader effort to modernize and streamline Reno's parking program. Since the Parking Enforcement Division was integrated into RPD in July 2025, the department has developed new standard operating procedures in collaboration with the City Attorney's Office and the Senior Auxiliary Volunteer Effort (SAVE) program, improving communication, accountability, and service efficiency.

A major improvement has been seen in the handling of occupied vehicle service requests, where productivity increased by 37 percent (from 575 to 787 cases monthly). This efficiency allows staff to refocus on other priorities, enhancing response times, service quality, and supporting the City's goals of fiscal responsibility, community safety, and reducing blight.

The November 3 launch marks a key step toward a modern, coordinated, and community-focused parking program under RPD.

Upcoming Council Agenda Item:

The Maintenance and Operations Department is requesting to enter into an agreement with IPS Group for a one-year term, with the option to renew for up to four (4) additional one-year periods at the City's discretion, in an amount not to exceed $200,000. The proposed agreement with IPS Group is necessary to ensure the continued operation and maintenance of the City's parking meter system. IPS Group provides software, hardware, and transaction processing services that support the City's parking meters, including the collection of monthly fees associated with individual credit card transactions and a flat monthly service fee per meter. The agreement amount also includes the purchase of replacement parts and components required to maintain the City's existing parking meter infrastructure in good working condition. Council will receive updates periodically on the parking program, as well as regular revenue updates.