



City Manager's Office

MEMORANDUM

DATE: May 3, 2022

TO: Mayor and City Council

THROUGH: Doug Thornley, City Manager Approved Electronically

FROM: JW Hodge, Director of Policy and Strategy

SUBJECT: Request for Budget Highlights from the City Manager's Office

On March 29, 2022, City Manager's Office staff shared updates on accomplishments over the past year and future opportunities in each highlighted area. Council requested a written copy of the information provided by staff. Information from the five presenters is included below for review.

Code Enforcement

Accomplishments:

- Parking Enforcement addressed over 11,000 service requests and abated over 100 abandoned/junk RVs.
- Code Enforcement addressed over 3500 Code Enforcement cases.
- A new tow contract was signed that includes performance measures leading to improved responses from tow companies.

Future Opportunities/Initiatives:

- Update and/or rewrite the Parking Code Chapter 6.30, which states: facilitate enforcement of truly abandoned cars and mitigate loss of time spent addressing legally registered and legally parked cars.
- Increase parking citations by at least 25% to facilitate access to available parking spots in the University Neighborhood, Midtown, and Downtown.
- Code Enforcement intends to increase productivity by enhancing efficiency in case management and the notifications process with the pending Accela upgrades.

- Establish proactive procedures to mitigate code/parking violations with new development and new businesses.
- Adopt the latest version (2021) of the International Property Maintenance Code for rental property housing violations.

Communications

Accomplishments:

- **Earned Media:** continued to provide 24/7 media support along with increase proactive media outreach:
 - Responded to 1,779 general communications inquiries from media.
 - Executed 155 press releases and story pitches to garner proactive media coverage.
- **Owned Media:** implemented new Brand Voice across social media platforms and launched @CityofRenoNV TikTok account:
 - Facebook Followers: 34,430 (↑4.3%)
 - Facebook En Espanol Followers: 2,033 (↑253%)
 - Twitter Followers: 53,673 (↑3.6%)
 - Instagram Followers 21,779 (↑5.1%)
- **Paid Media:** launched two new paid media partnerships to build awareness for key City services:
 - Juan 101.7 Nuestro Reno, a bi-weekly radio and Facebook Live segment for Spanish speaking audiences.
 - KOLO TV Channel 8 Re-Know Minute, a weekly one-minute TV segment aired on Channel 8 and social media.
- **Internal Communications:** increased focus on video storytelling for internal audiences along with updating current platforms to excite and engage employees:
 - Implemented series of Mental Wellness videos sharing tips from City leadership on how to overcome stress and anxiety.
 - Implemented revamped weekly newsletter What You Need to Know sent AllCity on Mondays.
 - Implemented Pillars of Service Award Program.
- **Internal Service Delivery:** provided support for all internal departments for graphics and printing:
 - Completed over 600 internal requests for service.

- Completed the first video annual report for Reno Fire Department and virtual Parks and Recreation Brochure.
- Implemented an Inclusionary Communications Strategy by:
 - Promoted key celebrations including, but not limited to Asian American and Pacific Islander Heritage Month, PRIDE Month, Hispanic Heritage Month, Native American Heritage Month, Juneteenth, and more.
 - Increased proclamations to support key celebrations including the first ever bi-lingual proclamation in Spanish and English for Hispanic Heritage Month.
- Launched the Reno Flavor video series

Future Opportunities/Initiatives:

- Expand Spanish communications and engagement efforts by providing translation of at least 75% of City of Reno collateral materials.
- Implement monthly communications reporting dashboard to track social media following and engagement and media influence and coverage.
- Continue to expand and grow internal communications and engagement efforts to improve employee engagement and morale across all departments.
- Maintain updated continuity of operations plan (COOP) for communications and ensure that all Communications Division staff members have obtained basic ICS training and certification.

Diversity, Equity, and Inclusion

Accomplishments:

- Reintroduced Diversity, Equity, and Inclusion (DEI) through the One City, Many Voices speaker series, creating a hybrid space to explore a variety of topics that led to candid conversations.
- Worked with finance to include a non-discrimination clause into contracts for professional services, and actively partnered with communications on several projects that fostered accessibility to the community.
- Revived employee DEI committee, which facilitated the Safe Zone Ally program.
- Implemented Nevada Senate Bill 109 which requires government agencies that request a person's race or ethnicity to also request information related to the person's sexual orientation and gender identity or expression.

Future Opportunities/Initiatives:

- Create a new organizational DEI plan, including a climate assessment and work plan, to guide our organization.
- Augment incorporation of appropriate technology or resources to ensure everyone has the ability to absorb the same information including language, visual, auditory, and physical needs.
- Conduct a thorough policy and structure analysis for the potential discovery of hidden flaws and opportunities through an equity lens. Use findings to inform future policy and structure changes.
- Increase external engagement, including supporting DEI related programming by the Human Rights Commission and a presence on Reno.gov, to leverage ongoing organizational work for talent acquisition.
- Continue providing strategic guidance and policy direction of the City's Diversity, Equity, and Inclusion, including the DEI plan implementation.

Housing and Neighborhood Development

Accomplishments:

- Provided \$4.5 million in rental assistance funds which assisted in helping over 1,300 Reno residents to stay in their homes.
- The HOME Consortium, of which the city of Reno is the lead agency, approved federal funding contributing to the development of an additional 716 affordable units.
- Administered \$3.7 million in federal funding for shelter operations.
- Transferred shelter operations to Washoe County.
- Successfully facilitated the Continuum of Care (CoC) competition process bringing approximately \$2.5 million to local housing providers for housing stabilization.
- Completed all necessary steps to transfer the Continuum of Care (CoC).
- Administered federal funding contributing to improvements to many City assets like Evelyn Mount Northeast Community Center (EMNECC), California Building, Yori Park, Paradise Park, and pedestrian improvements to Bartlett and 10th Street.
- Hired two Spanish speaking program assistants in an effort to make housing assistance more accessible to our Spanish speaking community.
- Developed a division strategic plan.

Future Opportunities/Initiatives:

- Continue Special Council housing meetings.

- Continue work with the Nevada Housing Coalition and Policy Sub-Committee.
- Continue and expand efforts in alignment with Council approved HAND Strategic Plan.
- Finalize funding for 1,400 new affordable units.

Innovation and Experience

Accomplishments:

- Created Innovation and Experience (I&E) to support Council's vision of improved operations and service delivery.
- Staffed Reno Direct to take 61,000 contacts (calls/emails/chats/service requests); 2 of 3 representatives are bilingual in Spanish,
- Reconfigured Community Liaison program which created an increase in team, Council, and community support; 50% of community liaisons are bilingual in Spanish.
- Increased ease of access for event permitting by moving responsibilities to Business Licensing.
- Increased focus on service delivery in Business Licensing; 50% of front facing team are bilingual in Spanish.
- Recipient of a \$500,000.00 grant from the National Endowment for the Arts (NEA) grant which will be sub-granted to Reno-based art organizations.
- Completed the Art Belongs Here program, resulting in dozens of projects in non-traditional art areas.

Future Opportunities/Initiatives:

- Implement multi-department enterprise system to improve service delivery.
- Improve efficiency in service delivery review for service requests.
- Continue complex problem solving and policy review by Community Liaisons.
- Continue increase in online renewals for business licenses (Goal: 85% of the 22,000 licenses by FY 23/24).
- Solicit NEA sub-grant applications, review and award to local art agencies, and complete grant close out activities.
- Intersect cultural, civic, and spatial impact through the activation of public spaces.
- Develop a user-end friendly online special event application and fee collection process.
- Develop and implement a strategy for 100% cost recoup for special event fees.