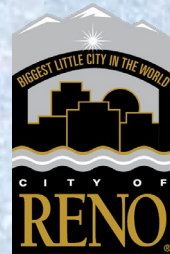


Service Plan Feasibility Study



Agenda

- **Feasibility Study Progress & Meeting Objectives**
- **The Case for a Special Service District**
- **Stakeholder Interviews**
- **Survey Results**
- **Level of Service Analysis**
- **Operational Assessment**
- **Establishing a Special Service District**
- **Summary of Findings & Guiding Principles**
- **Next Steps Discussion**

Progress Update – Where are we today?

- Project kickoff and initial site tours for each system
- Conducted Stakeholder and Focus Group Interviews, including staff, to identify key findings and themes
- Completed Demographics and Recreation Trends Analysis
- Administered two surveys: Statistically-Valid, Random Sample and Online Community Survey
- Collected inventory from each agency and conducted multiple Level of Service Analyses
- Began an Operational Assessment of current KPIs for each agency
- Developed The Case for a Special Service District
- Ongoing collaboration and project coordination with the 4 key agencies

Meeting Objectives & Groundrules

- Today's objective is to update City/County leaders on our progress to date, share key findings for consideration, and clear up any questions
- Now that findings have been compiled, we will present the case for forming a Special Services District and discuss what that framework will entail
- We are not here to make final decisions or to have all the answers today
- There will be unknowns that persist that will be established as part of the Service Plan development – i.e. boundaries, how will property transfer, how will employees transition and be treated, what programs and services will move, what does funding look like, etc.
- The goal is to provide evidence gathered that supports establishing a Service District and provide information that will enable the respective Commissions to understand where we are today and what is next so they can make an informed decision on whether to pursue the formation of a Special Services District



The Case for a Special Service District

The Case for a Special Service District

Strong and measurable public support for a regional approach

- ~70% of residents believe a single district would improve efficiency and service quality, and a majority are likely to vote in favor, with support consistent across Reno, Sparks, and Washoe Co.
- Nearly two-thirds support a dedicated funding source, signaling readiness for long-term investment.

Clear demand for equity and consistency in parks and recreation

- Most residents believe park services are not consistent across neighborhoods, while 94% say equitable access is essential - highlighting a core role for a district to standardize service levels and outcomes.

Current funding and service levels vary widely across jurisdictions

- Per-capita investment ranges from \$21 to \$58, well below the NRPA median of \$77, creating disparities in maintenance, staffing, and amenities.
- A shared district offers a framework to rebalance investment and align spending with national benchmarks.

The Case for a Special Service District

Operational efficiencies and economies of scale are achievable

- Consolidated planning, asset management, staffing models, and purchasing can reduce duplication and stretch limited dollars further than siloed systems.
- Shared facilities and programming respond to region-wide demand for similar amenities.

Maintenance and asset stewardship are a top priority

- Stakeholders and the public agree: maintaining existing parks must come before expansion.
- A regional district creates stable, dedicated funding and coordinated standards to protect existing investments before adding new ones.

Why a district?

A Special Services District is the most effective way to deliver equitable, well-maintained parks for all residents by aligning public support, stabilizing funding, and capturing efficiencies that no municipality can achieve alone.



Stakeholder Interview Summary

Stakeholder Interviews

Methodology

A series of Stakeholder Interviews and Focus Groups that included more than 40 individuals were conducted for Reno, Sparks, and Washoe County to gauge interest and gather feedback on the potential formation of a Special District.

- City / county government officials and staff
- Various user groups (e.g. sports groups, special interest, trail users, etc)
- Local business / organization leaders
- Park and non-park users

Interview Objectives

Identify pros / cons of forming a Special Service District and gain perspective from key stakeholders from the various entities of the potential joint partnership

Stakeholder Feedback – Key Themes

Equitable Governance & Representation

Strong desire for fair decision-making, funding allocation, and protections for smaller jurisdictions.

Sustainable & Transparent Funding

Dedicated funding sources, clear cost–benefit analysis, and concerns over tax impacts.

Operational, Legal & Cultural Complexity

Challenges merging staff, labor agreements, service boundaries, and organizational cultures.

Consistency of Services & Quality

Risk of uneven service levels or diluted recreation quality across a larger district.

Maintenance Before Expansion

Strong preference to address deferred maintenance before adding new facilities.

Preservation of Community Identity & Local Control

Desire to retain unique character, programming, and responsiveness to local needs.

Public Trust, Buy-In & Social Challenges

Need for transparency, outreach, and coordinated approaches to safety and homelessness.



Survey Results

Statistically Valid Survey

Survey Description

Five-page survey + a cover letter were mailed to random sample of households in Washoe County

Method of Administration

By mail and online with options to complete the survey over the phone

Sample Size

748 total surveys

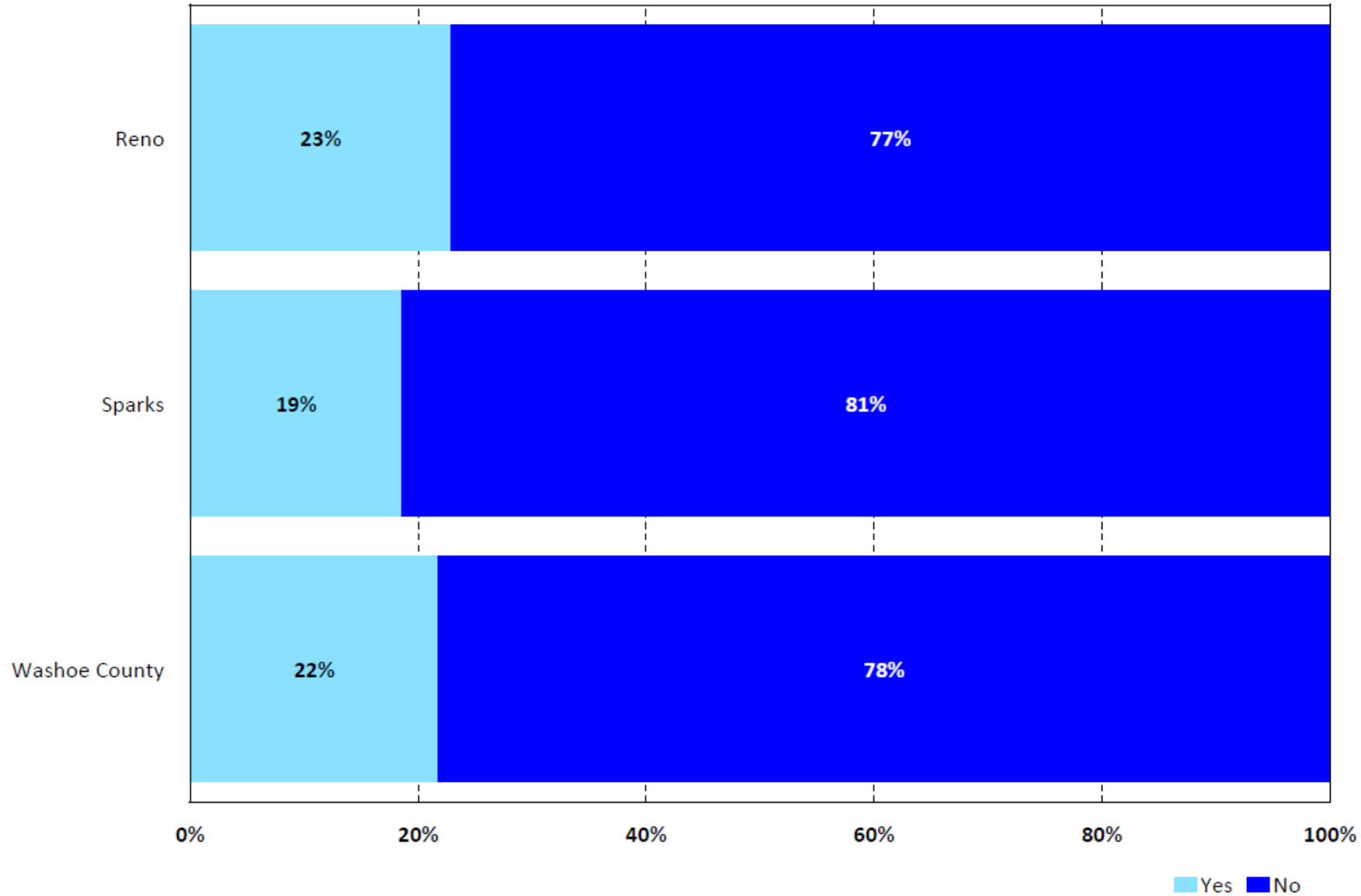
- **Reno: 400, Sparks: 184, Washoe County Outside Reno/Sparks: 164**

Margin of Error

+/- 3.6% at the 95% level of confidence

Q3. Do you believe that parks and recreation services are consistent across neighborhoods throughout the region?

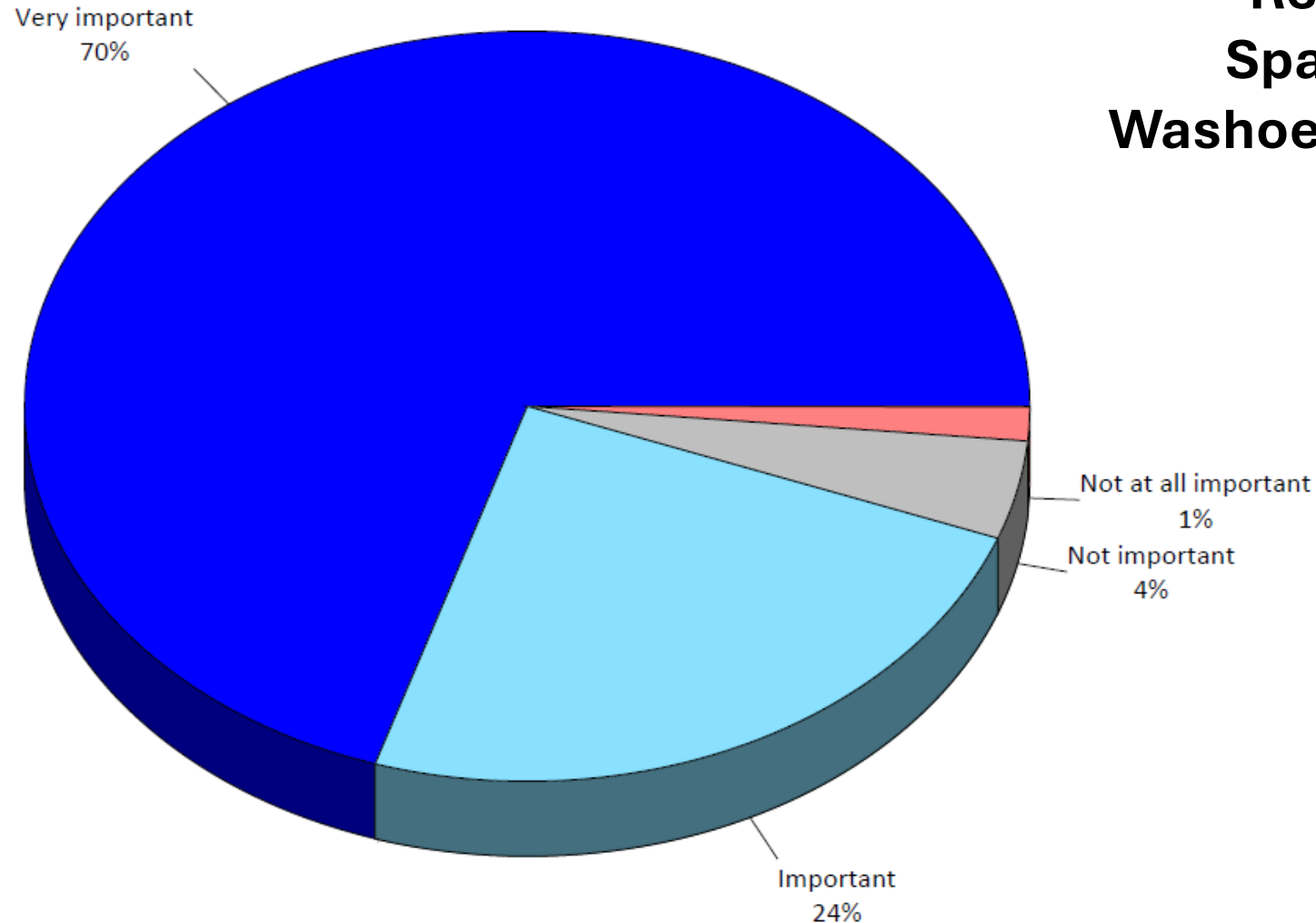
by location of respondents (excluding "don't know/not sure")



Most respondents, regardless of where they live believe park services are NOT consistent across neighborhoods

Q7. How important is it to your quality of life that all residents in the region have equal access to quality parks and recreation opportunities?

by percentage of respondents (excluding "not provided")



By Area:

Reno: 96% Importance

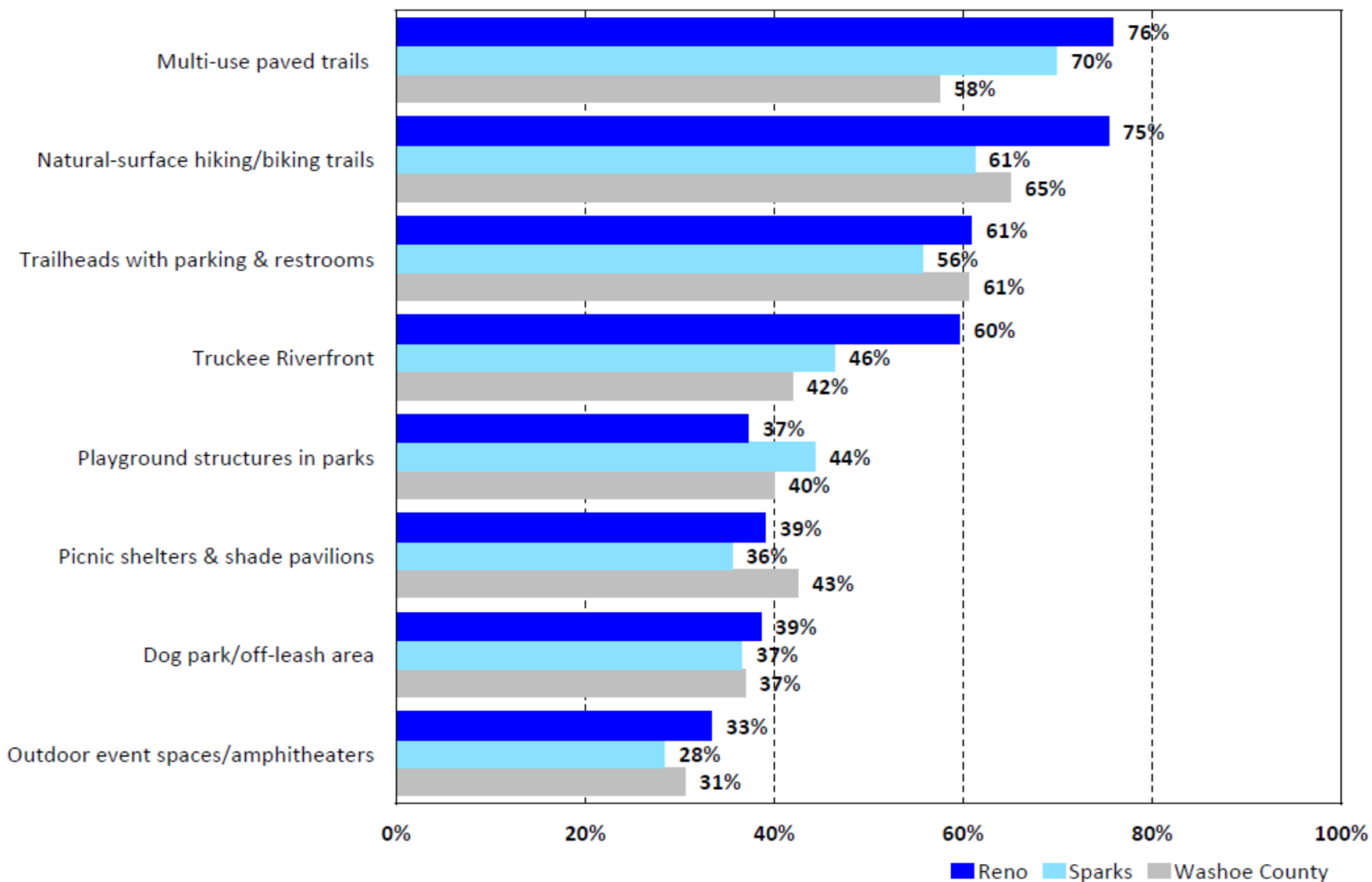
Sparks: 94% Importance

Washoe County: 91% Importance

Most (94%) of respondents believe it is important to have equal access to parks and rec opportunities

Q8. What types of recreational amenities do you and your family use MOST OFTEN?

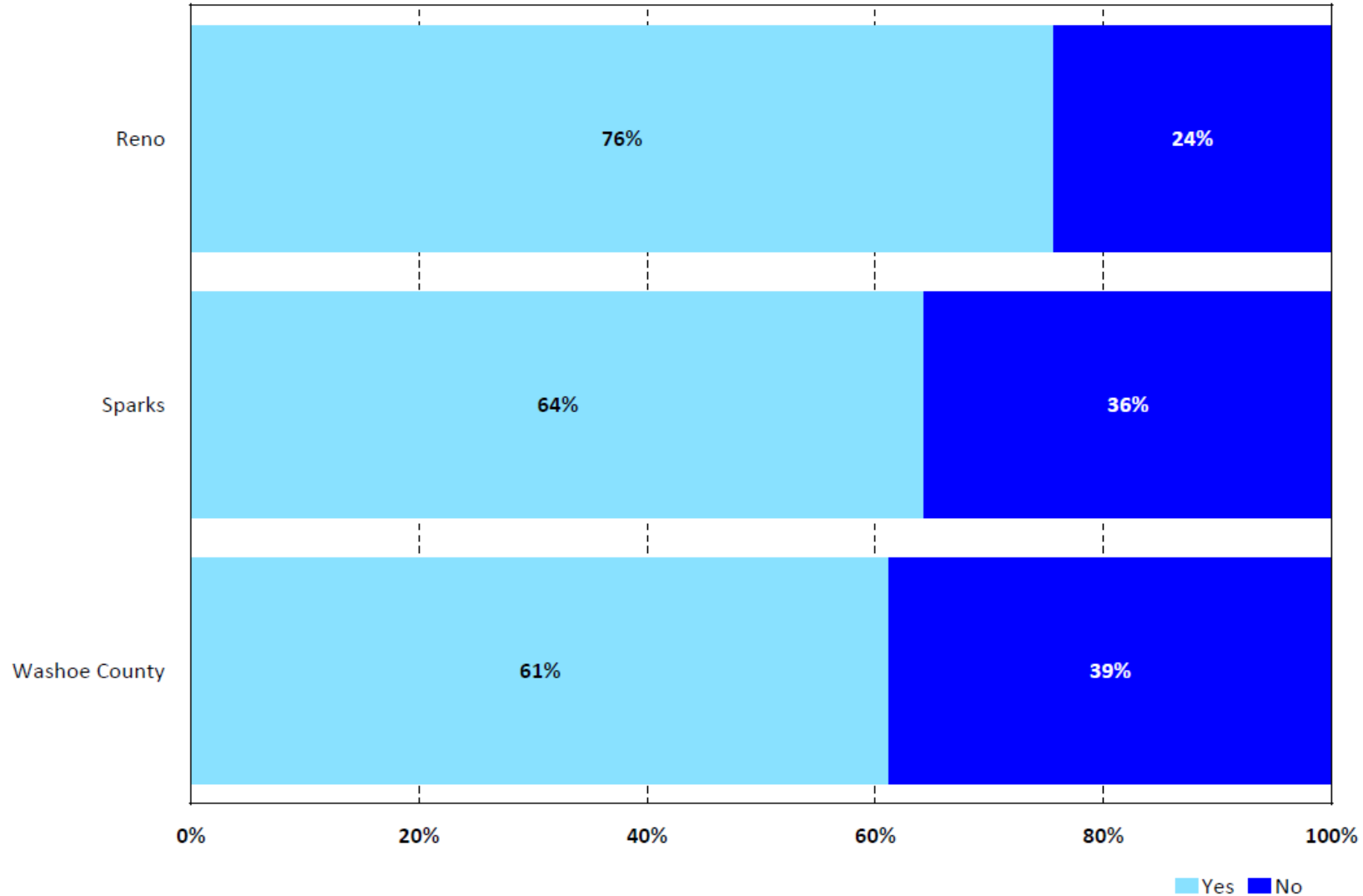
by location of respondents (multiple selections allowed) (excluding "none")



Regardless of the area most respondents prefer the same recreational amenities that were listed

Q10. Do you believe a single Parks Service District, that serves the entire region, could improve the efficiency and quality of parks and recreation services in the community?

by location of respondents (excluding "don't know/not sure")



Overall Ratings

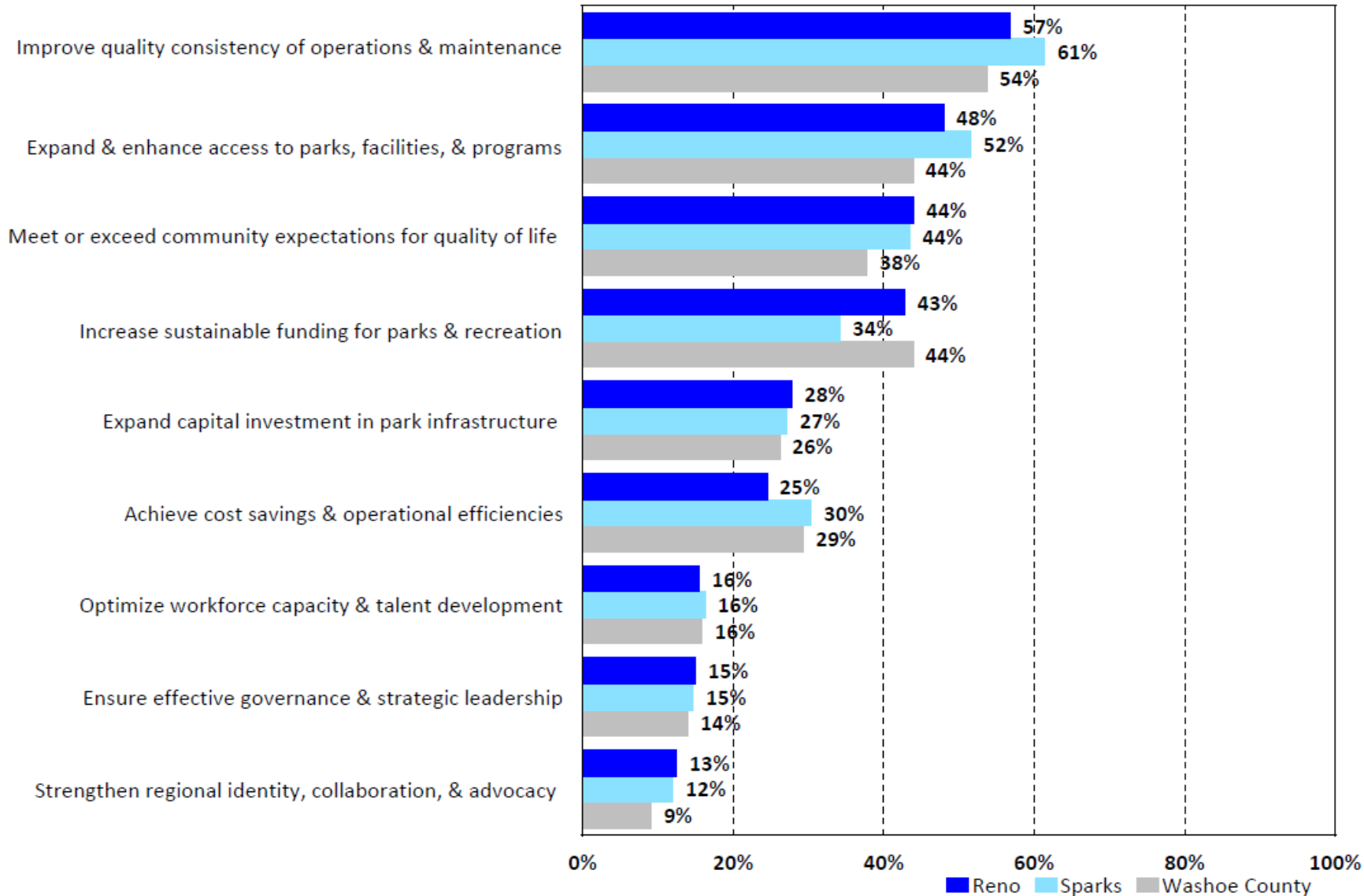
Yes: 70%

No: 31%

Most respondents – regardless of area – believe that a single district could improve efficiency and quality

Q11. Which THREE of the items below do you believe are MOST IMPORTANT?

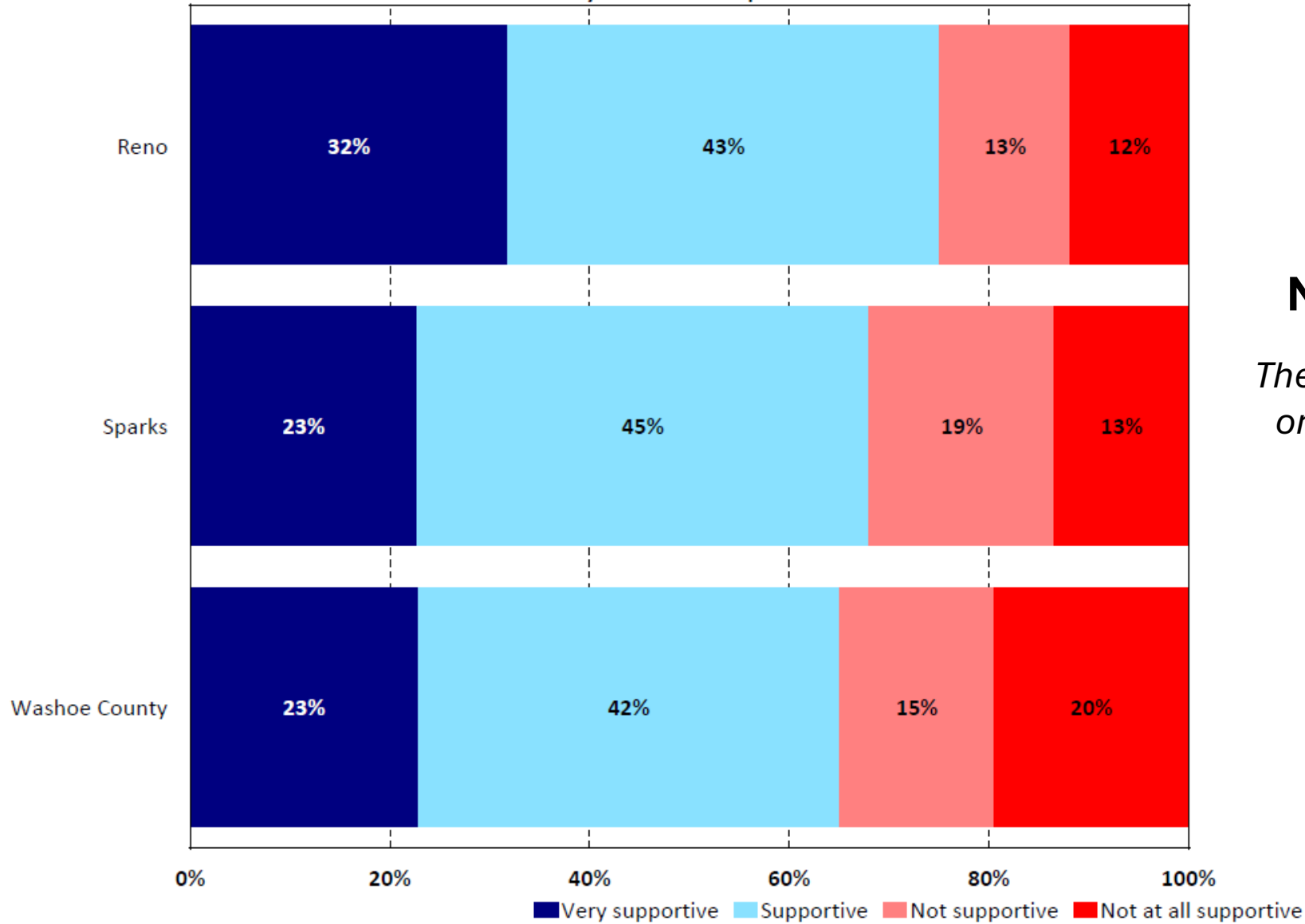
by the sum of top three choices



There is strong alignment with the most important improvements that a single district could offer

Q12. How supportive would you be of creating a dedicated funding source to fund a regional Parks Service District?

by location of respondents



Overall Ratings

Very Supportive: 28%

Supportive: 44%

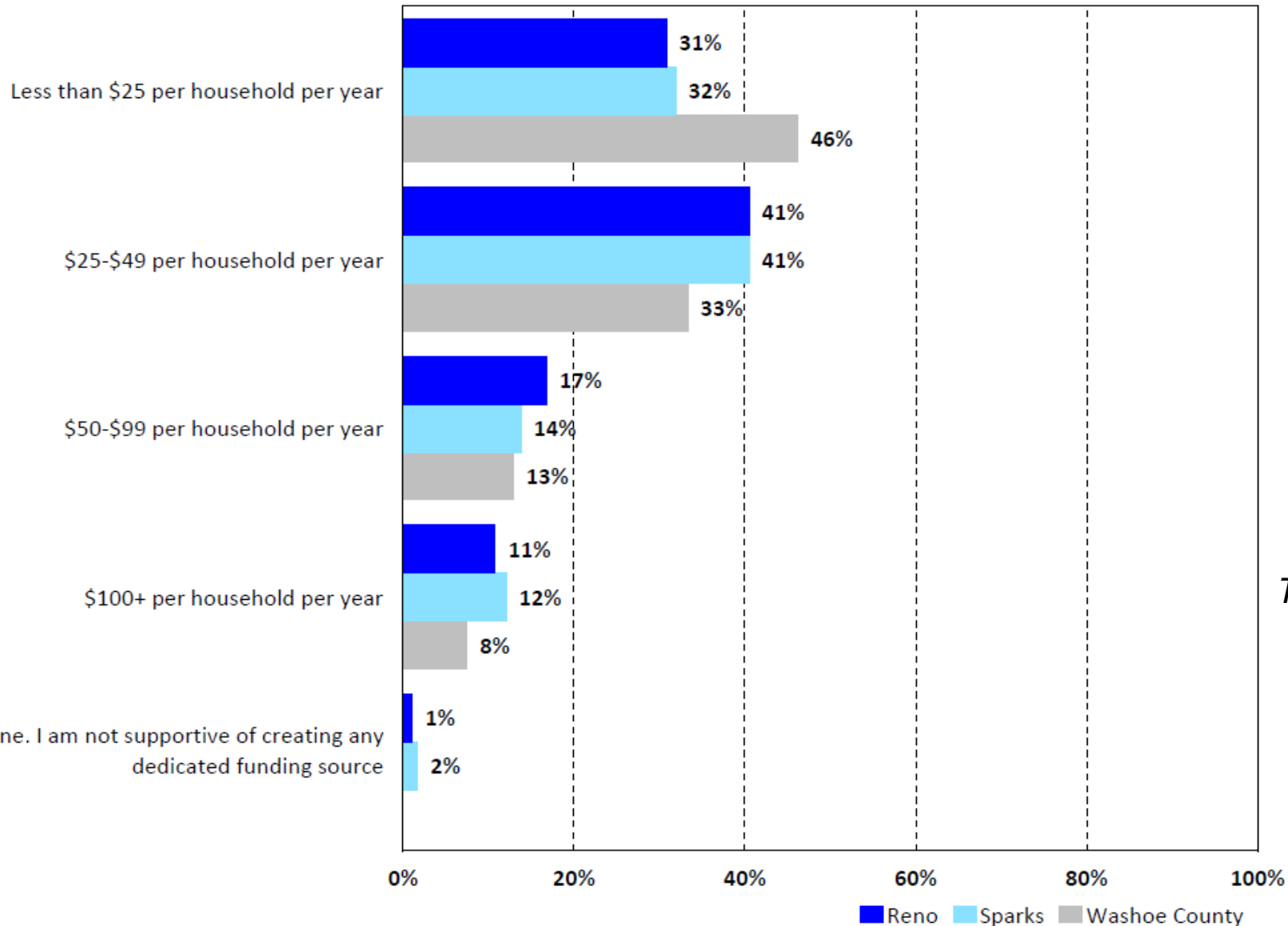
Not Supportive: 14%

Not at All Supportive: 14%

There were no significant differences based on voter registration or propensity to vote

Q12a. What level of additional annual cost would you be comfortable with?

by location of respondents (without "not provided")



Most Respondents would be comfortable with \$25 or more per household per year

Reno: 69%

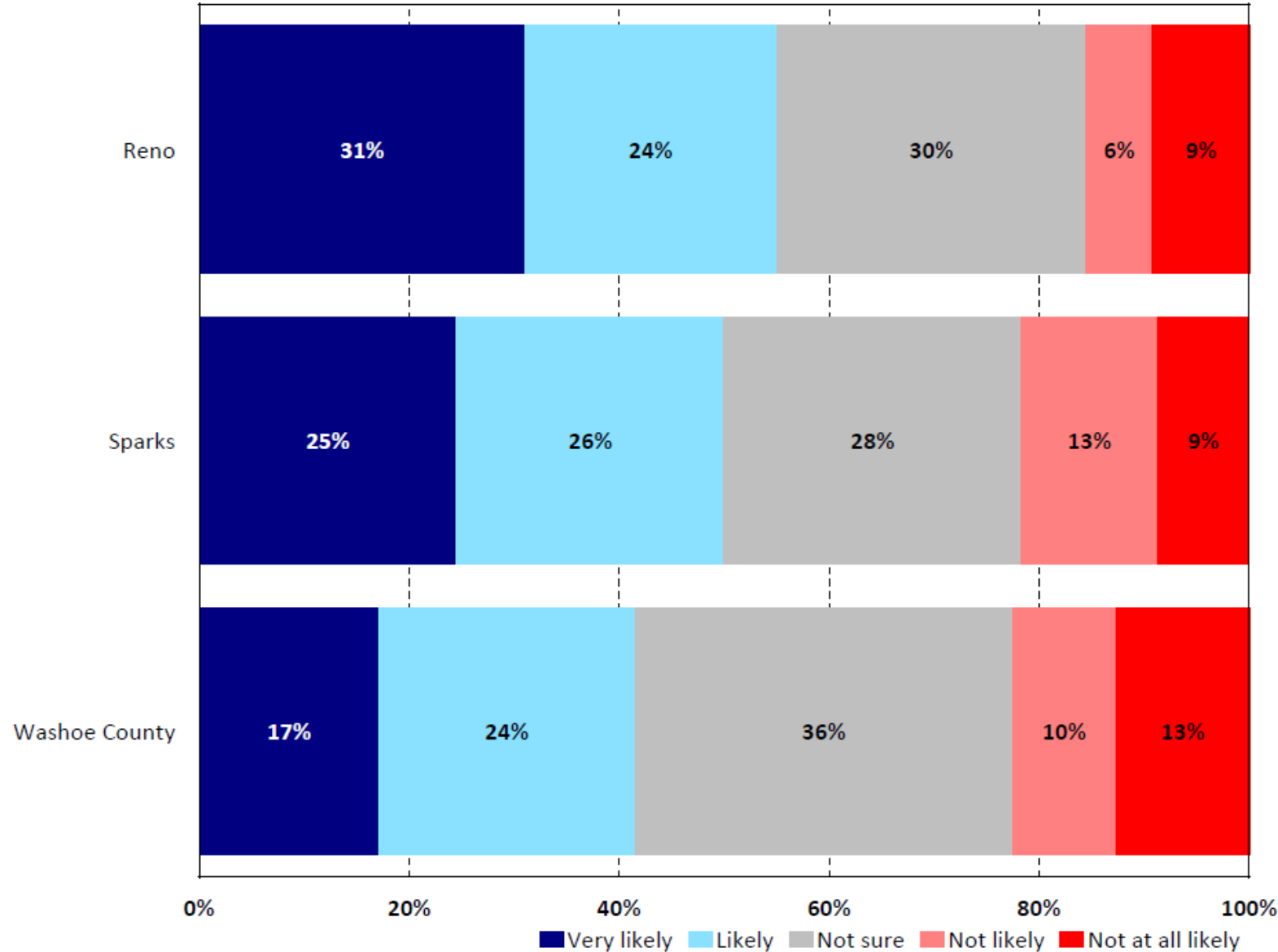
Sparks: 67%

Washoe County: 54%

There were no significant differences based on voter registration or propensity to vote

Q13. How likely would you be to vote to establish a regional Parks Service District?

by location of respondents



Very Likely + Likely + ½*Not Sure =

Reno: 70%

Sparks: 65%

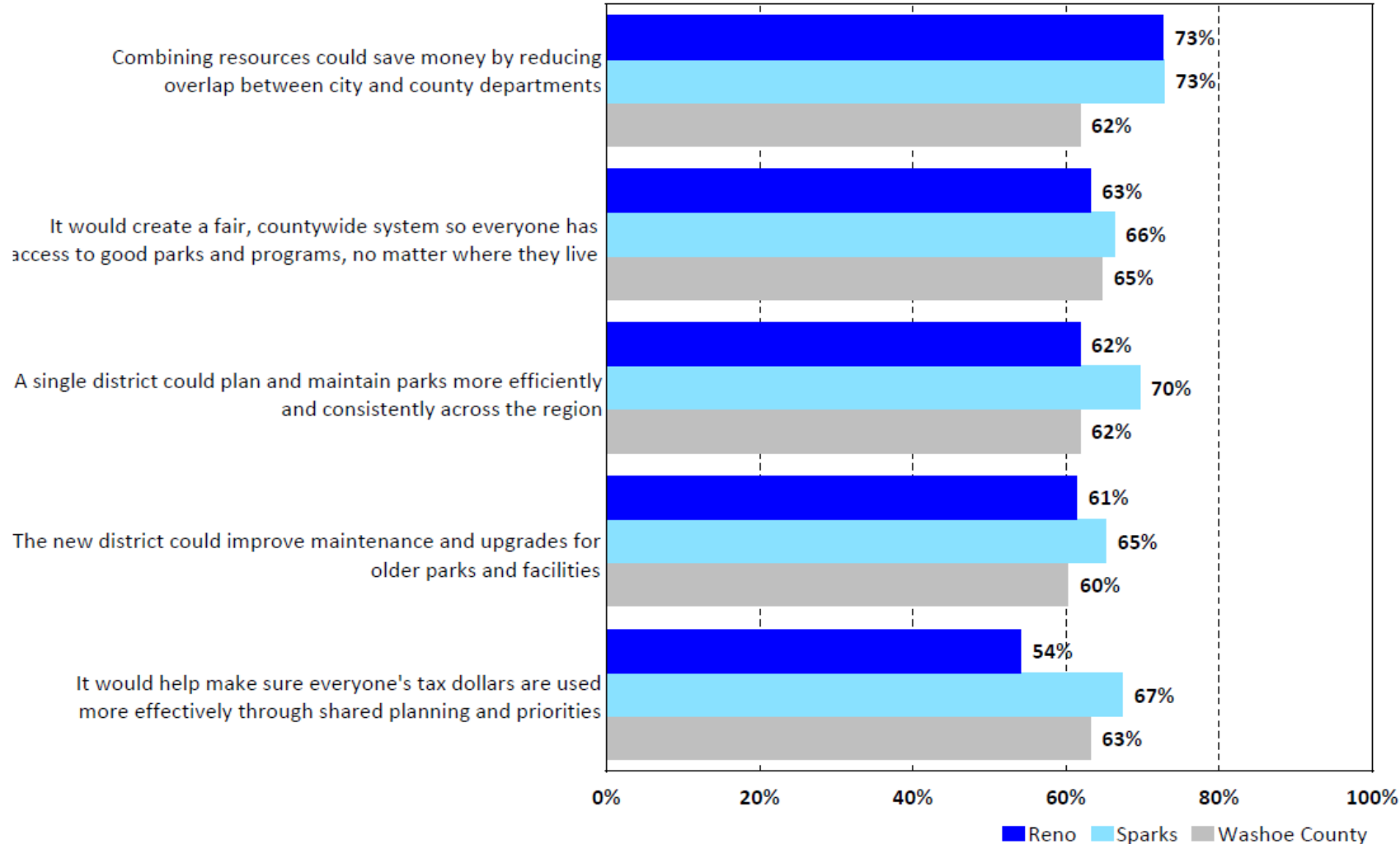
Washoe County: 55%

There were no significant differences based on voter registration or propensity to vote

Overall, a good proportion of respondents are “very likely” or “likely” to vote in favor

Q13a. If you indicated that you were very likely or likely to vote in favor of establishing a regional Parks Service District, please check ALL the reasons why

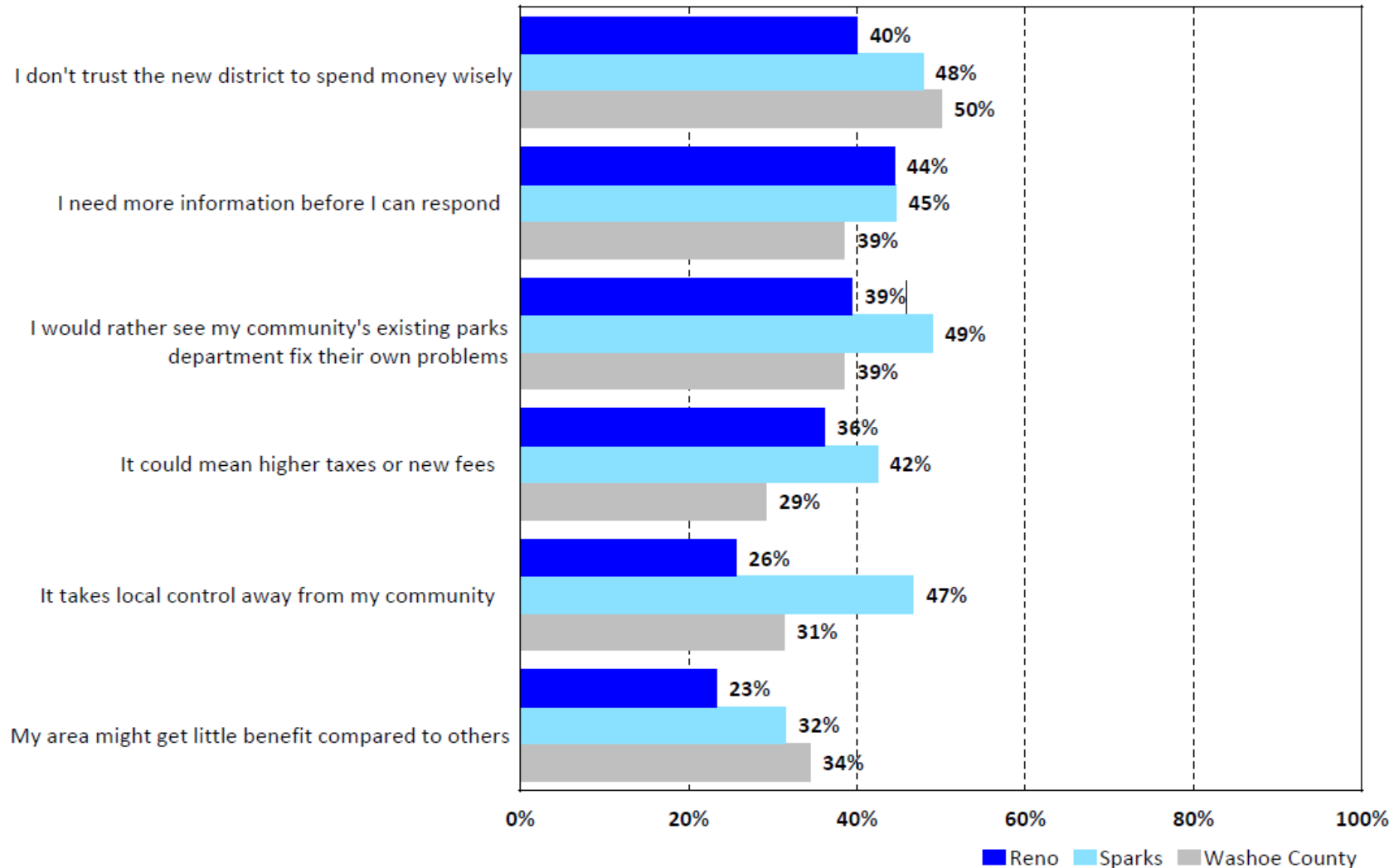
by location of respondents



Q13b. If you indicated that you were either not sure or not likely how you would vote for to establish a regional Parks Service District, please select ALL the reasons

why

by location of respondents



Reasons respondents might vote against establishing a regional service district

Online Survey

- In addition to the statistically valid survey, a second survey was conducted that could be accessed online by the general population
- A total of 502 online survey responses
- Strong alignment between the survey responses and there is similar levels of favorable support for creating a dedicated funding source and likeliness to vote in favor of establishing a regional Parks Service District
- However, the online survey indicated respondents desired lower levels of funding in terms of annual household spend to support the District
- Respondent demographics vary significantly for the two surveys and the online respondents do not align with the composition of Washoe County residents
- Data from the online survey should not supersede the statistically valid set



Level of Service Analysis

Level of Service

Current Inventory						Current LOS			Metrics			Recommended Standard			Current Needs		
Item	PUBLIC AGENCIES				Total Inventory	Service Level Based on Current Population			NRPA Park Metrics Median Metric by Population Density <500 residents/sq mi			Recommended Service Levels for Study Area			Assessment	Additional Need	
	Reno	Sparks	Sun Valley	Washoe County													
PARKLAND																	
Pocket Parks/Plazas (Acres)	12.96	2.29			15.25	0.03	acres per	1,000				0.25	acres per	1,000	Need Exists	115	Acres
Neighborhood Parks (Acres)	281.51	145.93	30.26	39.61	497.30	0.96	acres per	1,000				1.50	acres per	1,000	Need Exists	283	Acres
Community Parks (Acres)	296.90		26.07	122.79	445.76	0.86	acres per	1,000				2.00	acres per	1,000	Need Exists	594	Acres
Regional Parks (Acres)	143.07	251.58		463.57	858.22	1.65	acres per	1,000				2.50	acres per	1,000	Need Exists	442	Acres
Special Use Parks (Acres)	16.60	384.33		411.31	812.24	1.56	acres per	1,000				1.50	acres per	1,000	Meets Standard	-	Acres
Total Developed Park Acres	751.03	784.13	56.33	1,037.29	2,628.78	5.05	acres per	1,000				7.75	acres per	1,000	Need Exists	1,402	Acres
Undeveloped/Open Space (Acres)	1,913.80	-	3.0	10,406.78	12,323.58	23.69	acres per	1,000				0.00	acres per	1,000	Meets Standard	-	Acres
Total Park Acres	2,664.83	784.13	59.33	11,444.07	14,952.36	28.75	acres per	1,000	12.0	acres per	1,000	7.75	acres per	1,000	Meets Standard	-	Acres
TRAILS																	
Paved Trails (Miles)	49.98	37.37	-	13.28	100.63	0.18	miles per	1,000				0.25	miles per	1,000	Need Exists	29.39	Miles
Unpaved Trails (Miles)	14.94	10.78	-	95.91	121.63	0.23	miles per	1,000				0.10	miles per	1,000	Meets Standard	-	Miles
OUTDOOR FACILITIES																	
Picnic Shelter	52	51	5	95	203.00	1	site per	2,562				1	site per	5,000	Meets Standard	-	Sites
Rectangular Fields (Football, Soccer, Multipurpose)	22	3	1	15	41.00	1	field per	12,685	1	field per	6,466	1	field per	6,500	Need Exists	39	Fields
Ball Diamonds	33	31	6	28	98.00	1	field per	5,307	1	field per	5,182	1	field per	6,000	Meets Standard	-	Fields
Basketball Courts	39	21	4	15	79.00	1	court per	6,584	1	court per	12,209	1	court per	10,000	Meets Standard	-	Courts
Tennis Courts	30	13	-	19	62.00	1	court per	8,389	1	court per	8,720	1	court per	9,000	Meets Standard	-	Courts
Pickleball Courts	42	12	-	10	64.00	1	court per	8,127	1	court per	11,375	1	court per	11,000	Meets Standard	-	Courts
Sand Volleyball	12	8	2	18	40.00	1	court per	13,003	1	court per	32,891	1	court per	25,000	Meets Standard	-	Courts
Playgrounds	56	42	4	49	151.00	1	site per	3,444	1	site per	8,048	1	site per	6,000	Meets Standard	-	Courts
Dog Parks	7	4	-	1	12.00	1	site per	43,342	1	site per	53,886	1	site per	50,000	Meets Standard	-	Sites
Skateboard Park	9	1	1	3	14.00	1	site per	37,150	1	site per	42,393	1	site per	40,000	Meets Standard	-	Sites
Splash Pad	10	-	-	3	13.00	1	site per	40,008	1	site per	74,322	1	site per	60,000	Meets Standard	-	Sites
Outdoor Pool	3	1	2	1	7.00	1	site per	74,301	1	site per	46,487	1	site per	50,000	Need Exists	3	Sites
RECREATION SPACE:																	
Indoor Aquatic Space (Sq. Ft.)	71,211	-	-	-	71,211.00	0.14	SF per	person	1	site per	47,730	0.50	SF per	person	Need Exists	188,841	Sq. Ft.
Indoor Recreation Space (Sq. Ft.)	99,359	55,316	7,278	90,438	252,391.00	0.49	SF per	person	1	site per	CC - 35,723 RC - 33,597	1.50	SF per	person	Need Exists	527,765	Sq. Ft.



Operational Assessment

Operational & Capital Costs

	Reno	Washoe Co	Sparks	Sun Valley	Total
Population	284,264	520,104	116,386	22,228	520,104
Operating Budget	\$ 18,207,258	\$ 9,262,475	\$ 7,500,000	\$ 495,000	\$ 35,464,733
Earned Revenue	\$ 6,598,612	\$ 1,256,347	\$ 2,200,000	\$ 378,000	\$ 10,432,959
Cost Recovery%	36%	14%	29%	76%	29%
CIP Budget	\$ 2,260,000	\$ 1,620,000	\$ 2,660,000	\$ 380,000	\$ 6,920,000
Per Capita Investment	\$ 42.23	\$ 21.18	\$ 57.94	\$ 16.60	\$ 48.13
Operating Expense per Capita	\$ 64.05	\$ 17.81	\$ 64.44	\$ 22.27	\$ 68.19

2025 NRPA Medians: Per Capita Investment = \$77.34 (excluding earned income) / CR = 27%

Staffing

	Reno	Washoe Co	Sparks	Sun Valley	Total
Population	284,264	520,104	116,386	22,228	520,104
Operating Budget	\$ 18,207,258	\$ 9,262,475	\$ 7,500,000	\$ 495,000	\$ 35,464,733
Total FTEs	108.00	115.14	24.00	4.19	251.33
Main / Ops FTEs	53.00	68.69	14.00	3.59	139.28
FTEs per 10,000 Residents	3.80	2.21	2.06	1.89	4.83
Operating Expense per FTE	\$ 168,585.72	\$ 80,445.33	\$ 312,500.00	\$ 118,138.42	\$ 141,108.24

2025 NRPA Medians: Operating Expense per FTE = \$118K / FTEs per 10K Residents = 8.6

Maintained Acreage

	Reno	Washoe Co	Sparks	Sun Valley	Total
Operating Budget	\$ 18,207,258	\$ 9,262,475	\$ 7,500,000	\$ 495,000	\$ 35,464,733
Total FTEs	108.00	115.14	24.00	4.19	251.33
Main / Ops FTEs	53.00	68.69	14.00	3.59	139.28
Developed Acres	751.03	1,037.29	784.13	56.33	2,628.78
Expense per Developed Acre	\$ 24,243.05	\$ 8,929.49	\$ 9,564.74	\$ 8,787.50	\$ 13,490.95
Developed Acres per Maint/Ops FTE	14.17	15.10	56.01	15.69	18.87



Establishing a Special Service District

Nevada Parks, Trails and Open Space Districts

- In project survey majority of respondents indicated they would be supportive of forming a regional Parks District
- Also 2/3 of respondents supported a dedicated revenue source for a regional Parks District
- Such a District is Authorized by Nevada Revised Statutes (NRS) 318A
- Petition for formation can be submitted by cities and counties within proposed boundary
- Petition must include a “Service Plan”
- NOTE – No Districts have been formed in Nevada under NRS 318A

Service Plan – NRS 318A.090

Before determining whether to create the District a Service Plan must be created, the Service Plan must specify:

- How proposed services are to be provided and financed
- Map of the proposed district including the population and assessed valuation
- Description of the facilities and improvements or projects to be constructed and the services to be provided, including annual operations and maintenance costs and other expenses including debt service costs
- Any agreements or proposed agreements between the proposed District and any city or county within the boundary of the District for proposed services
- Service plan must be filed with each local government in the District and is subject to public hearing requirements

Public Hearings – NRS 318A.120

- Any governing body that is considering creating a District shall hold a public hearing and consider approval after taking public comments
- If there is a county planning commission or regional county planning commission each such commission shall study the service plan and present its recommendations to the governing body at a public hearing
- The service plan may be approved, disapproved or modified
- A District may not be formed if a majority of property owners within the proposed district submit protests
- All local governments within a District must consent to creation of a District
- If the boundaries of the proposed District overlap with one of more general improvement districts and the GID has not consented, the District may not be formed

Formation – NRS 318A.170

- Formation is accomplished by adoption of an ordinance by the governing body including
 - Accounting practices and procedures
 - Auditing practices and procedures
 - Initial budget
 - Management standards
- First Board of Trustees (5 members)
 - Appointed by counties and cities within the District
 - Determine by lot which serve 2- and 4-year terms
 - Then biennial elections

Powers – NRS 318A.300

- Acquire, construct and improve projects for parks, trails and opens space
- Such facilities may include playgrounds, ball parks, public parks, beaches, marinas, gymnasiums, trails, open spaces and many other named types of recreation and park facilities
- Any local government located within the boundary of the District may contribute revenues / facilities to the District
- The District may levy fees and assessments
- Subject to an agreement with the County a District may levy ad valorem taxes
- Subject to some limitations a District may issue debt including general obligation, revenue and special assessment bonds



Summary of Findings & Guiding Principles

Summary of Key Findings

- 90%+ of residents highly value parks & recreation & equal access
- Residents of Reno, Washoe and Sparks currently use parks as a regional system
- Growing community of younger families will increase demand on park systems
- Residents overwhelming support formation of a District and believe it could improve the quality of Parks and Recreation.
- Most important issue to residents is improving quality, consistency and access to parks and recreation
- Challenges to fund & develop needed capital improvements
- Current level of services provided are below national average
 - Expenditures per capita on parks and recreation
 - Workers allocated per acre to maintain developed parks and facilities.
 - Developed park acres and some key facilities per capita

Guiding Principles & Goals

- District must achieve service levels equal or better than currently provided.
- Cities & County should fund District at current budget levels via agreement.
- Cities & County should investigate forming Joint Powers Authority to fund District
- JPA can contract for services at their parks, facilities, trails, open space and lands
- District budget should include new tax funding to augment JPA funding.
- Transitional structure for agencies of a “dependent district” to guide control.
- A Service Plan Should Identify
 - Consistent & acceptable level of service standards– particularly maintenance
 - Consolidate organization structure – classifications, allocations, compensation
 - No layoffs of existing personnel
 - Strategies for enhancing or developing park improvements through CIP & funding.



Next Steps

What's Next – Defining the District Framework

Service Framework Development (Month 1)

- Define a clear menu of services (operations, maintenance, programming, capital delivery) with baseline service standards applied equitably across the district.
- Identify which services launch on Day One versus phased implementation.

District Boundary & Participation Options (Month 1)

- Confirm proposed district boundaries and evaluate participation scenarios (members, phased entry, service contracts).
- Analyze population, assessed value, and asset contributions for each jurisdiction.

Funding & Governance Structure (Month 2)

- Evaluate dedicated revenue options aligned with voter tolerance and statutory authority.
- Develop a governance model focused on equitable representation, transparency, and local identity protection.

Asset & Staffing Transition Planning (Month 2)

- Define how existing assets and staff transition or are managed through agreements without reducing current service levels.
- Establish maintenance and capital prioritization strategies based on need, condition, and equity.

Service Plan & Engagement Milestones (Month 3)

- Build the statutorily required Service Plan (NRS 318A), supported by financial modeling and public outreach.
- Engage elected officials, park boards, and the public early to refine assumptions and build confidence before formal adoption steps.



Thank You!
Questions?

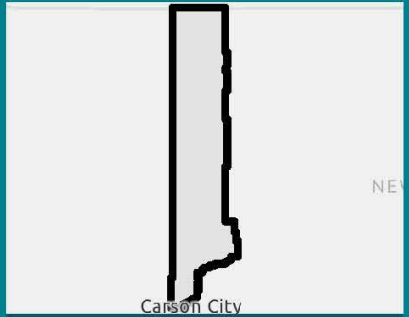


Appendix



Demographics

Demographics

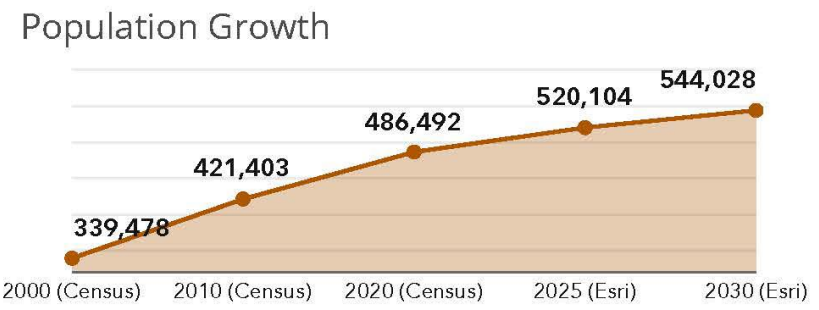


Washoe County, NV

State of the Community

Your community. Your data.

- 520,104**
Total Population
- 207,711**
Total Households
- \$89,987**
Median Household Income
- 39.0**
2025 Median Age



Race Distribution

Race	Population	Percent	Median Age
Asian	34,123	6.6%	40.4
Black	14,287	2.8%	34.2
Native American	9,651	1.9%	35.0
Pacific Islander	3,845	0.7%	30.2
White	320,533	61.6%	44.5
Other Race	65,854	12.7%	29.8
Multiple Races	71,811	13.8%	28.8
Hispanic	139,121	26.8%	28.7

At-Risk Population

- 10.5%**
2023 HHs Below Poverty Level
- 10.7%**
HHs on Food Stamps/SNAP
- 6.5%**
HHs with No Internet Access

Population by Generation

- 18.3%**
Generation X: Born 1965 to 1980
- 19.7%**
Baby Boomer: Born 1946 to 1964
- 4.0%**
Greatest Gen: Born 1945/Earlier
- 9.9%**
Alpha: Born 2017 to Present
- 22.9%**
Generation Z: Born 1999 to 2016
- 25.1%**
Millennial: Born 1981 to 1998

Jobs & the Economy

- 16,857**
Total Businesses
- 519,197**
Daytime Population
- 4.8%**
Unemployment Rate
- \$107,751**
Household Spending (Avg.)

Source: This infographic contains data provided by Esri (2025, 2030), U.S. Census (2000, 2010, 2020), Esri-Data Axle (2025), Esri-U.S. BLS (2025), ACS (2019-2023). © 2025 Esri

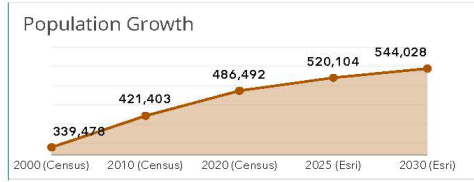


Demographics

Washoe County


 **520,104**
Total Population


 **207,711**
Total Households



 **\$89,987**
Median Household Income

 **39.0**
2025 Median Age

 **4.8%**
Unemployment Rate

 **\$107,751**
Household Spending (Avg.)

 **10.5%**
2023 HHs Below Poverty Level

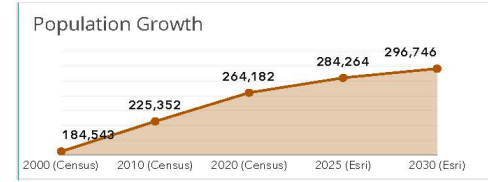
 **10.7%**
HHs on Food Stamps/SNAP

 **6.5%**
HHs with No Internet Access

Reno


 **284,264**
Total Population


 **117,933**
Total Households



 **\$82,941**
Median Household Income

 **37.4**
2025 Median Age

 **4.9%**
Unemployment Rate

 **\$100,845**
Household Spending (Avg.)

 **12.0%**
2023 HHs Below Poverty Level

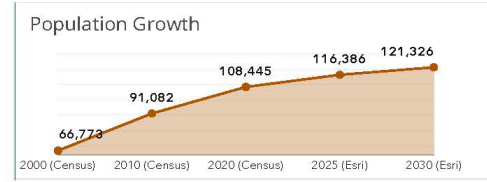
 **12.2%**
HHs on Food Stamps/SNAP

 **7.7%**
HHs with No Internet Access

Sparks


 **116,386**
Total Population


 **45,011**
Total Households



 **\$90,514**
Median Household Income

 **37.7**
2025 Median Age

 **5.2%**
Unemployment Rate

 **\$97,349**
Household Spending (Avg.)

 **8.9%**
2023 HHs Below Poverty Level

 **10.3%**
HHs on Food Stamps/SNAP

 **4.5%**
HHs with No Internet Access

Recreation Trends

