

# November + December Downtown Status Report

*February 26, 2025*



C I T Y O F  
**RENO**

# Alignment with Strategic Plan



Public Safety



Economic Opportunity,  
Homelessness, &  
Affordable Housing



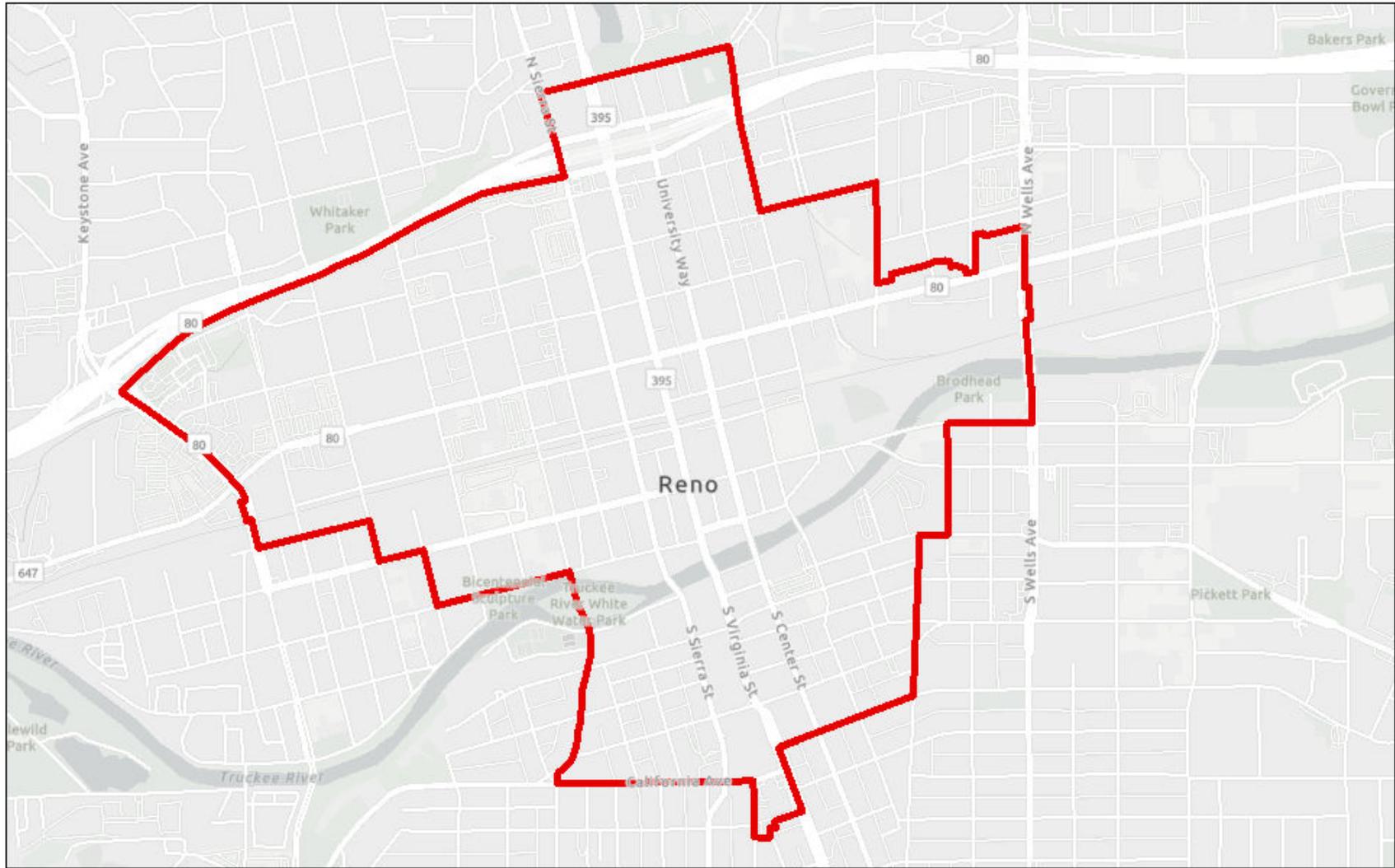
Economic & Community  
Development



Infrastructure, Climate  
Change, & Environmental  
Sustainability

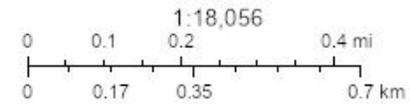


Arts, Parks, & Historical  
Resources



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 BID Boundary



Esri Community Maps Contributors, California State Parks, Esri, TomTom, Garmin, SafeGraab, GeoTechnologies, Inc. METINASA, USGS, Bureau of



# Strategic Focus Areas



Strengthening Economic Conditions



Improving the Built and Natural Environment



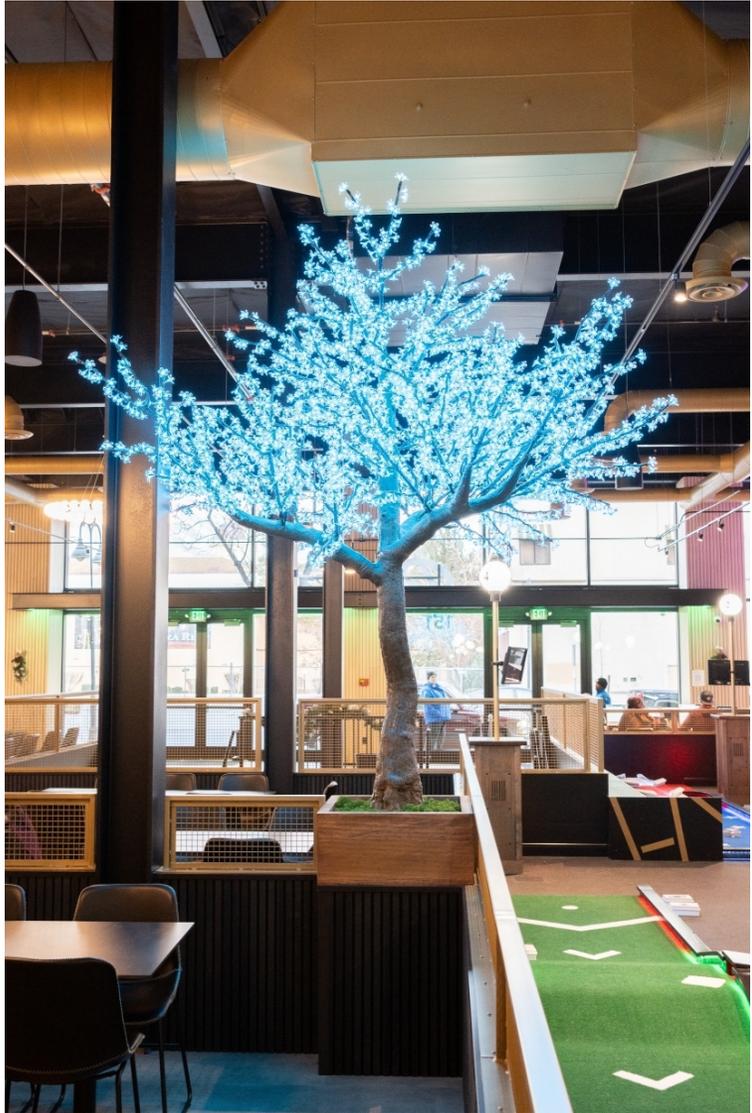
Enhancing the Downtown Experience



# Strengthening Economic Conditions

DESIRED OUTCOME	WHAT WE'RE DOING	OCT	NOV	DEC	FY YTD
Re-energize the Redevelopment Agency (RDA).	Support New RDA Projects	0	0	0	1
Increase street level activity by attracting thriving businesses.	Number of New Businesses	1	2	1	7
Increase downtown residential density and amenities.	Complete New Residential Units <i>(Currently planned 2,528)</i>	0	0	0	608
Increase property and business owner outreach efforts.	Property Owner Meetings	4	2	4	26
	Reno Police Department Mobile Engagement Team Business Contacts	42	118	66	366

# Birdeez Grand Opening – Dec 11, 2024





# Improving the Built and Natural Environment

DESIRED OUTCOME	WHAT WE'RE DOING	OCT	NOV	DEC	FY YTD
Improve the built environment through infrastructure upgrades.	Complete Funded ReStore Projects	1	0	7	17
	Complete Funded Infrastructure Projects	0	0	0	0
Develop placemaking initiatives to create vibrant public spaces.	Outdoor Seating Spaces	0	0	12	28
	Complete Funded Placemaking Projects	1	0	0	1
Continue to provide regular, high-quality, proactive maintenance.	Close M&O Service Requests in the month	100%	70%	100%	95%
	M&O Service Requests Received	16	15	15	87
Implement the Truckee River Vision Plan recommendations.	Apply for grants to support the Truckee River Plan Recommendations	1	0	2	3
Implement proactive code enforcement in the downtown area to address and prevent property deterioration.	Issue Proactive Code Enforcement Cases	5	4	15	71
	Issue Parking Tickets	463	295	333	3,216



*Before*



*After*





# Enhancing the Downtown Experience

DESIRED OUTCOME	WHAT WE'RE DOING	OCT	NOV	DEC	FY YTD
Support the Downtown Reno Partnership Ambassadors Program's efforts to maintain a clean, safe, and welcoming downtown.	Shopping Carts Recovered	115	93	149	115
	Pressure Washes Performed	226	157	119	502
	Rides Provided to Shelters and Services	129	156	155	789
	Wellness Checks	332	430	505	2,121
	Safe Walks	50	54	77	276
	Business Checks	763	2,144	3,737	8,714



Before



After





# Enhancing the Downtown Experience

DESIRED OUTCOME	WHAT WE'RE DOING	OCT	NOV	DEC	FY YTD
Increase the acceptance rate of services from homelessness outreach.	Percent of unhoused interactions accepting social services	42%	17%	13%	24%
	Planned homelessness outreach activities	32	26	28	173
	River Rangers Service Referrals	NA	67	272	1,733
Promote year-round activation of public spaces.	Number of Events in Downtown	12	8	1	67
	Planned Activation Days	20	13	4	63
	New Events in Downtown	4	3	0	19
Maintain a visible presence of public safety officers and rangers providing proactive outreach to mitigate nuisance.	RPD Downtown Planned Operations (Enforcement and Outreach)	22	26	14	107
	Community Court RPD Mobile Engagement Team Enforcements	109	45	166	441
	Active patrol of parks via River Rangers (% of Instances of All Clear Location)	75%	87%	94%	66%



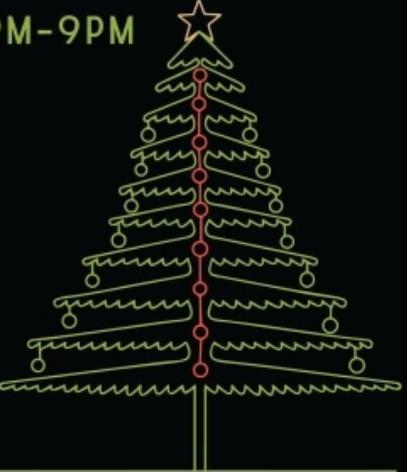
ANNUAL CITY OF RENO CHRISTMAS TREE LIGHTING

# HOLIDAY LIGHTS FESTIVAL

NOVEMBER 29 & 30 + 4PM-9PM

 BELIEVE

PHOTOS WITH SANTA | HOLIDAY MUSIC  
ENTERTAINMENT  
CHRISTMAS VILLAGE  
& MORE!



RENO CITY PLAZA

**GREAT AMERICAN**  
CRAFT FAIRS

30 N VIRGINIA STREET



# Recommended Motion

I move to accept staff's monthly downtown update report.