

STAFF REPORT

Date: November 13, 2024

To: Mayor and City Council

Through: Jackie Bryant, Interim City Manager

Subject: Staff Report (For Possible Action): Presentation, discussion, and potential acceptance of the report regarding downtown updates for the month of September 2024.

From: Bryan McArdle, Revitalization Manager

Department: City Manager's Office

Summary:

Council has identified the downtown core as priority areas in the 2020 to 2025 City of Reno Strategic Plan, the City of Reno Downtown Action Plan, and the City of Reno Master Plan. Through cross-departmental collaboration, investments prioritized by Council, innovative actions, and improved service delivery, staff continues to work to ensure the downtown core is clean, safe, livable, and vibrant. As directed by Council at the April 24, 2024, Reno City Council meeting, monthly reports are being brought forward to highlight the work being done in downtown.

Alignment with Strategic Plan:

Fiscal Sustainability

Economic Opportunity, Homelessness, and Affordable Housing

Economic and Community Development

Infrastructure, Climate Change, and Environmental Sustainability

Arts, Parks, and Historical Resources

Public Safety

Previous Council Action:

October 9, 2024: Presentation, discussion, and potential acceptance of the report regarding downtown updates for the month of August 2024.

August 28, 2024: Presentation, discussion, and potential acceptance of the report regarding downtown updates for the month of July 2024.

July 31, 2024: Presentation, discussion, and potential acceptance of the report regarding downtown updates for the month of June 2024.

June 12, 2024: Presentation, discussion, and potential acceptance of the report regarding downtown updates for the month of May 2024.

Background:

At the April 24, 2024, Reno City Council meeting, Council requested monthly presentations highlighting the work being done in downtown.

Discussion:

Between June through October 2024, the Reno City Council heard monthly presentations from six City of Reno departments/divisions (Reno Police Department, Parking and Code Enforcement, Clean and Safe, Parks and Recreation, Maintenance and Operations, and Economic Development), and the Business Improvement District managed and operated by the Downtown Reno Partnership (DRP). These are key stakeholders in ensuring the downtown core is clean, safe, livable, and vibrant. Through ongoing conversations with these stakeholders, a framework was established to more accurately measure the progress toward strategic objectives and provide context for Downtown priorities and issues. For the purposes of this presentation, downtown Reno is being defined as the Business Improvement District.

For FY25, the City of Reno and its partnership with the DRP are focused on three strategic objectives:

- 1) Strengthening Economic Conditions
- 2) Improving the Built and Natural Environment
- 3) Enhancing the Downtown Experience

Strengthening Economic Conditions

Success looks like the City of Reno and its partners are actively creating initiatives to help attract new investment, reengage property owners, build housing, and create jobs in the Downtown.

Desired Outcomes

- Launch the Redevelopment Agency (RDA).
- Increase street level activity by attracting thriving businesses.
- Increase downtown residential density and amenities.
- Increase property and business owner outreach efforts.

Metrics

Table 1: Economic Conditions Metrics for the months of July, August, and September 2024. The FY25 Target column indicates the annual goal for the metric to measure performance.

Description of Metric	Annual Target	July	August	September
Number of RDA Projects Supported	4 projects	0	1	0
Amount of RDA Funding Distributed	\$10 million	0	\$2 M	0
Retail Vacancy Rate	Under 6%	7.3%	5%	5.6%
Number of New Businesses Opened	12	1	0	2
Increase in Area Visits from prior year (PY)	2%	- 9.3%	10%	0%
Number of new residential units completed • 2,528 units planned	929	34	0	574
Number of Property Owners Engaged by Reno Economic Development Office	24	8	0	0
Business contacts from the Reno Police Department Mobile Walking Team	250	42	47	51

Highlights

- Streamlined business interactions with the Redevelopment Agency (RDA) through a new scoring and process system
- Held one-on-one meetings with Virginia Street property owners, resulting in beautification projects like The Virginian Mural and The Nevadan roof replacement.
- Allocated \$1 million in ReStore funding, much of it for downtown businesses, including two on Virginia Street.
- Allocated \$2 million in RDA funding to support the fire station demolition.
- New businesses opened in downtown including the Bruka Theatre, Teriyaki Madness, and Planet Smoothie.
- Hosted 4th Street business meetings to address concerns, discuss reporting processes, and strategies to lessen loitering impacts along the corridor.

Improving the Built and Natural Environment

Success looks like physical improvements to make Downtown better connected and accessible for all modes of travel, recreational opportunities, and leisure activities.

Desired Outcomes

- Improve the built environment through infrastructure upgrades.
- Develop placemaking initiatives to create vibrant public spaces.
- Continue to provide regular, high-quality, proactive maintenance.
- Implement the Truckee River Vision Plan recommendations.
- Implement proactive code enforcement in the downtown area to address and prevent property deterioration.

Metrics

Table 2: Built and Natural Environment Metrics for the months of July, August, and September 2024. The FY25 Target column indicates the annual goal for the metric to measure performance.

Metric	Annual Target	July	August	September
Number of lighting enhancement projects completed	1 project	0	0	0
Number of Facades Improved through Restore Program	15	5	0	1
Number of Tenant Improvements through ReStore Program	10	3	0	1
Number of infrastructure projects completed	3	0	0	0
Number of outdoor seating spaces	30 seats	16	0	0
Funding dedicated to placemaking	\$ 4 M	\$816,636	0	0
Number of placemaking projects completed	8	1	0	0
M&O Service Requests Received and Closed within the month	95%	100%	100%	100%
M&O Service Requests Received	Decrease	14	11	16
M&O Sidewalk Blocks Cleaned Annually	1,120	163	60	94
M&O Area Miles of Roadway Swept Annually	768	33	22	91
Grants applied to vs awarded for the Truckee River Vision Plan recommendations.	4 of 8	0	0	0
Number of River projects funded	4	0	0	0
Proactive Code Enforcement Cases	Increase	14	30	3
Parking tickets issued	Increase	196	612	539
Percent of parking enforcement service requests	95%	27/30	35/32	29/30

opened and resolved. <i>Note that parking enforcement is on a 30-day service level agreement</i>		90%	109%	97%
Percent of Service Request Code Enforcement Cases opened and resolved <i>Note that code enforcement cases can range from 10 to 60 days to close.</i>	Increase	19/17 112%	19/23 83%	15/32 46.8%

Highlights

- Council accepted Truckee River Vision Plan
- Completed branding and outdoor seating for the Biggest Little Café.
- Designated city-owned Truckee River land as a park.
- Awarded 20 ReStore grants downtown, including facade and tenant improvement projects, with properties on Virginia Street (101 N. Virginia, The Horseshoe, and Yuzu Sushi) slated for completion by year-end.
- Submitted grant applications for Truckee River Vision Plan priorities.

Enhancing the Downtown Experience

Success looks like improvements to make Downtown more welcoming, safer, and active.

Desired Outcomes

- Increase the number of individuals provided outreach and connected to social services.
- Promote year-round activation of public spaces.
- Maintain a visible presence of public safety officers and rangers providing proactive outreach to mitigate nuisance.
- Support the Downtown Reno Partnership Ambassadors Program’s efforts to maintain a clean, safe, and welcoming downtown.

Metrics

Table 3: Enhancing the Downtown Experience Metrics for the months of July, August, and September 2024. The FY25 Target column indicates the annual goal for the metric to measure performance.

Metric	Annual Target	July	August	September
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Number of interactions with Unsheltered Community from Clean and Safe and contracted services.	Increase	262	233	342
Percent of Clean and Safe interactions resulting in acceptance of services	Increase	32%	20%	41%
Number of unhoused community planned outreach activities.	336	29	31	27
Number of referrals from River Rangers.	Increase	NA	67	272
Year over Year Growth in Special Events	20% growth from PY	29%	29%	40%
Total number of events in downtown	10% increase from PY	31 events	6 events	9 events
Number of Activation Days	70	4	11	11
Number of New Events	10	4	6	4
RPD Downtown Planned Operations – Enforcement and Outreach	150	22	26	18
RPD Mobile Engagement Team Community Court Enforcements	250	22	58	41
Citizen Initiated Calls to RPD	5% reduction in call volume	1045	941	986
Officer Initiated Calls	5% reduction in call volume	808	770	779
River Rangers Instances of All Clear Locations	Increase	NA	31%	41%
DRP Shopping Carts Recovered	NA	104	91	93
DRP Block Faces Cleaned	NA	161	198	116
DRP Pressure Washes Performed	NA	251	255	245
DRP Rides Provided to Shelters and Services	NA	119	116	114
DRP Encampments Cleared	NA	364	480	458
DRP Wellness Checks	NA	280	249	325
DRP Safe Walks	NA	27	30	38
DRP Business Checks	NA	715	595	760

Highlights

- Hired a new code enforcement officer to focus on downtown.
- Updated City security officer deployment to enhance Clean and Safe operations overnight, 7 days a week.

- Implemented downtown walking teams with overtime shifts ahead of academy graduation.
- Reconfigured the Mobile Engagement Team (MET) to include full-time downtown walking patrols.
- Deployed additional resources, including a walking team, along the Fourth Street Corridor to support Directed Engagement, Enforcement, and Deployment Strategy (DEEDS) efforts.
- The Karma Box Project has been working on 4th and Record Streets, addressing debris, loitering issues, and offering services to the unsheltered community.
- Scheduled 71 days of new event activities for 2025.
- Achieved 29% year-over-year growth in special events, totaling 220 events.

Financial Implications:

None at this time.

Legal Implications:

Legal review completed for compliance with City procedures and Nevada law.

Recommendation:

Staff recommends Council accept the report.

Proposed Motion:

I move to accept the report regarding downtown updates from July - September 2024.

Attachments: