

STAFF REPORT

Date: April 23, 2025

To: Mayor and City Council

Through: Jackie Bryant, City Manager

Subject: Staff Report (For Possible Action): Presentation, discussion, and potential acceptance of the report regarding downtown updates for the months of January and February 2025.

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:

December 11, 2024: Presentation, discussion, and potential acceptance of the report regarding downtown updates for the month of October 2024.

November 13, 2024: Presentation, discussion, and potential acceptance of the report regarding downtown updates for the month of September 2024.

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 December 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

- Re-energize 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 October, November, and December 2024.

DESIRED OUTCOME	WHAT WE'RE DOING	DEC	JAN	FEB
Re-energize the Redevelopment Agency (RDA).	Support New RDA Projects	0	1	0
Increase street level activity by attracting thriving businesses.	Retail Vacancy Rate	11%	16.8%	16.8%
	Number of New Businesses	1	3	1
	Area Visits from Prior Year (PY)	-10.6%	2.9%	-2.6%
Increase downtown residential density and amenities.	Complete New Residential Units (Currently planned 2,528)	0	0	0
Increase property and business owner outreach efforts.	Property Owner Meetings	4	1	1
	Reno Police Department Mobile Engagement Team Business Contacts	66	55	56

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 October, November, and December 2024.

DESIRED OUTCOME	WHAT WE'RE DOING	DEC	JAN	FEB
Improve the built environment through infrastructure upgrades.	Complete Funded ReStore Projects	7	0	0
	Complete Funded Infrastructure Projects	0	0	0
Develop placemaking initiatives to create vibrant public spaces.	Outdoor Seating Spaces	12	0	0
	Complete Funded Placemaking Projects	0	1	0
Continue to provide regular, high-quality, proactive maintenance.	Close M&O Service Requests within the month	100%	100%	85%
	M&O Service Requests Received	15	9	13
Implement the Truckee River Vision Plan recommendations.	Apply for grants to support the Truckee River Plan Recommendations	2	0	0
Implement proactive code enforcement in the downtown area to address and prevent property deterioration.	Issue Proactive Code Enforcement Cases	15	13	18
	Issue Parking Tickets	333	432	458

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 October, November, and December 2024.

DESIRED OUTCOME	WHAT WE'RE DOING	DEC	JAN	FEB
Increase the acceptance rate of services from homelessness outreach.	Percent of unhoused interactions accepting social services	13%	14%	46%
	Planned homelessness outreach activities	28	27	25
	River Rangers Service Referrals	550	485	467
Promote year-round activation of public spaces.	Number of Events in Downtown	1	3	6
	Planned Activation Days	4	5	12
	New Events in Downtown	0	0	3
Maintain a visible presence of public safety officers and rangers providing proactive outreach to mitigate nuisance.	RPD Downtown Planned Operations (Enforcement and Outreach)	14	17	30
	Community Court RPD Mobile Engagement Team Enforcements	166	214	135
	Active patrol of parks via River Rangers (% of Instances of All Clear Location)	94%	100%	100%
Support the Downtown Reno Partnership Ambassadors Program's efforts to maintain a clean, safe, and welcoming downtown.	Shopping Carts Recovered	93	149	209
	Pressure Washes Performed	119	62	42
	Rides Provided to Shelters and Services	156	155	104
	Wellness Checks	430	505	414
	Safe Walks	54	77	82
	Business Checks	2,144	3,737	2,933

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 for January and February 2025.

Attachments: