

# September Downtown Status Report

*November 13, 2024*



# Alignment with Strategic Plan



Public Safety



Economic Opportunity,  
Homelessness, &  
Affordable Housing



Economic & Community  
Development

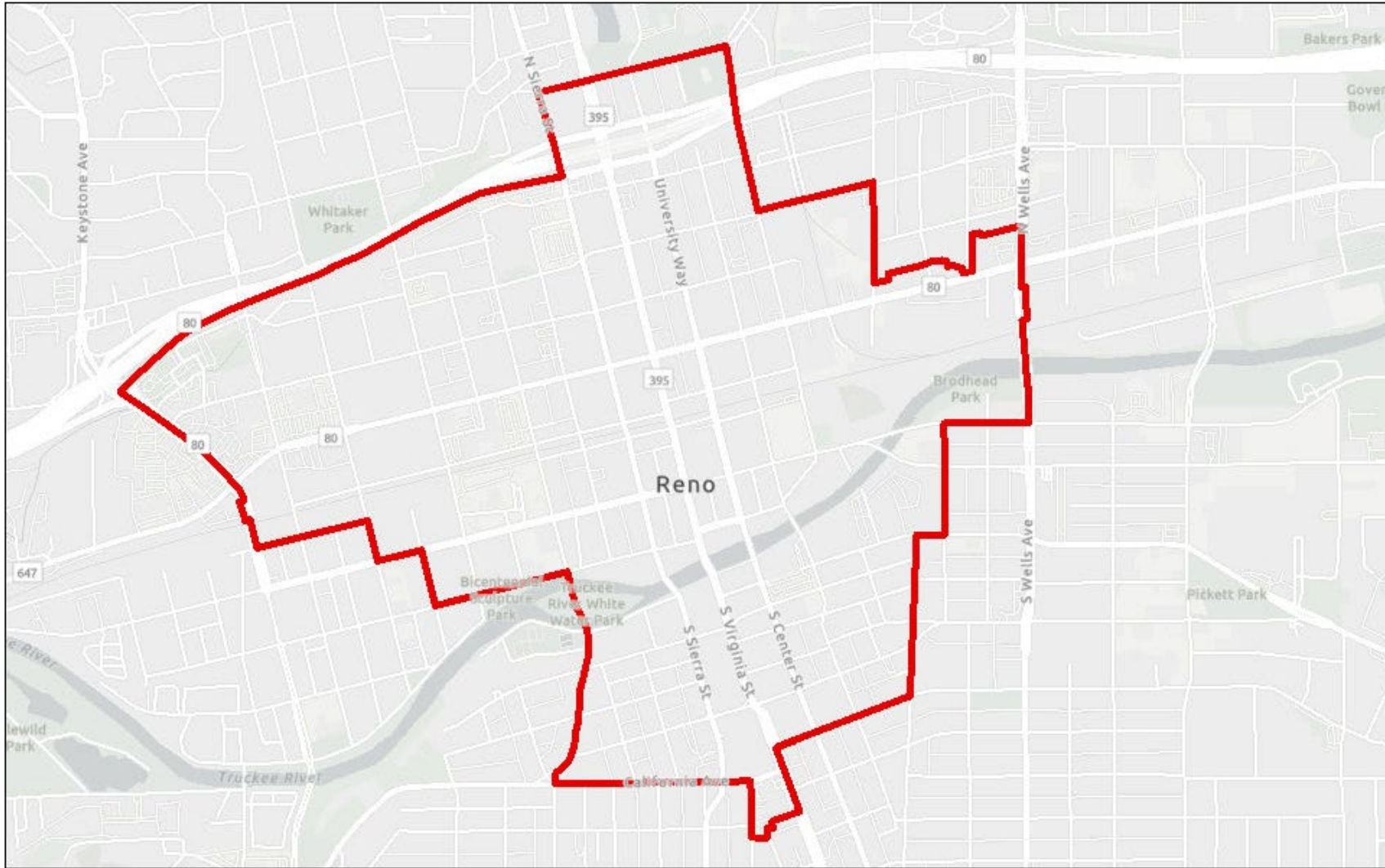


Infrastructure, Climate  
Change, & Environmental  
Sustainability



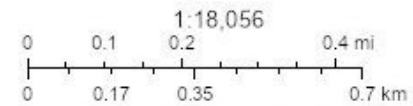
Arts, Parks, & Historical  
Resources





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 BID Boundary



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

# FY25 Strategic Focus Areas



Strengthening Economic Conditions



Improving the Built and Natural Environment



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.



# Three Month Progress

DESIRED OUTCOME	WHAT WE'RE DOING	JUL	AUG	SEPT
Re-energize the Redevelopment Agency (RDA).	Support New RDA Projects	0	1	0
Increase street level activity by attracting thriving businesses.	Retail Vacancy Rate	7.3%	5%	5.6%
	Number of New Businesses	1	0	2
	Area Visits from Prior Year (PY)	- 9.3%	10%	0%
Increase downtown residential density and amenities.	Complete New Residential Units (Currently planned 2,528)	34	0	574
Increase property and business owner outreach efforts.	Property Owner Meetings	8	5	3
	Reno Police Department Mobile Engagement Team Business Contacts	42	47	51



# 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.



# Three Month Progress

DESIRED OUTCOME	WHAT WE'RE DOING	JUL	AUG	SEPT
Improve the built environment through infrastructure upgrades.	Complete Funded ReStore Projects (19)	8	0	2
	Complete Funded Infrastructure Projects (8)	0	0	0
Develop placemaking initiatives to create vibrant public spaces.	Outdoor Seating Spaces	16	0	0
	Complete Funded Placemaking Projects	1	0	0
Continue to provide regular, high-quality, proactive maintenance.	Close M&O Service Requests within the month	100%	100%	100%
	M&O Service Requests Received	14	11	16
Implement the Truckee River Vision Plan recommendations.	Apply for grants to support the Truckee River Plan Recommendations	0	1	1
Implement proactive code enforcement in the downtown area to address and prevent property deterioration.	Issue Proactive Code Enforcement Cases	14	30	3
	Issue Parking Tickets	196	612	539





# Enhancing the Downtown Experience

*Success looks like...*

*Improvements to make Downtown more welcoming, safer, and active.*

## ***Desired Outcomes***

- Increase the acceptance rate of services from homelessness outreach.
- 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.



# Three Month Progress

DESIRED OUTCOME	WHAT WE'RE DOING	JUL	AUG	SEPT
Increase the acceptance rate of services from homelessness outreach.	Percent of unhoused interactions accepting social services	32%	20%	41%
	Planned homelessness outreach activities	29	31	27
	River Rangers Service Referrals	NA	67	272
Promote year-round activation of public spaces.	Number of Events in Downtown	31	6	9
	Planned Activation Days	4	11	11
	New Events in Downtown	4	4	4
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	18
	Community Court RPD Mobile Engagement Team Enforcements	22	58	41
	Active patrol of parks via River Rangers (% of Instances of All Clear Location)	NA	31%	41%



# Three Month Progress

DESIRED OUTCOME	WHAT WE'RE DOING	JUL	AUG	SEPT
Support the Downtown Reno Partnership Ambassadors Program's efforts to maintain a clean, safe, and welcoming downtown.	Shopping Carts Recovered	104	91	93
	Pressure Washes Performed	251	255	245
	Rides Provided to Shelters and Services	119	116	114
	Wellness Checks	280	249	325
	Safe Walks	27	30	38
	Business Checks	715	595	760

# Positively Downtown Campaign



# Positively Downtown Campaign

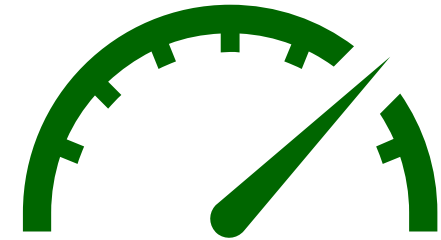


- Digital Toolkit
- [DRP Positively Downtown Hype Video](#)
- Community Stories

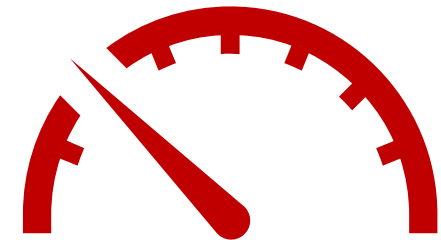


# Next Steps

- Continue Focused Work in Downtown
- Return to Council for Next Presentation
  - Review First Quarter Results
  - Set Operational Targets with Progress Indicators



On Track



Work Needed

# Recommended Motion

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