

STAFF REPORT

Date: July 31, 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 June 2024.

From: Ashley Turney, Assistant City Manager

Department: City Manager's Office

Summary:

Reno City Council has identified the downtown core and Business Improvement District (BID) 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:

Economic and Community Development

Public Safety

Infrastructure, Climate Change, and Environmental Sustainability

Previous Council Action:

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:

Six City of Reno departments/divisions (Police, Code Enforcement, Clean and Safe, Parks and Recreation, Maintenance and Operations, and Economic Development), and the BID managed and operated by the Downtown Reno Partnership (DRP) are key stakeholders in ensuring the downtown core is clean, safe, livable, and vibrant. They continue to collect data and make data-driven decisions to create initiatives and achievements month over month.

Metrics

Table 1 shows key metrics that were collected.

Table 1: Downtown Metrics for the Month of June

Description of Metric	Metric
Reno Police Department (RPD)	
Posted Occupied Vehicles	95 Posted
Towed Occupied Vehicles	14 Towed
Downtown Walking Contacts (Business and Citizen)	815 Contacts
Downtown Planned Operations (Enforcement and Outreach)	25 Operations
HELP Tickets	0 Tickets
Code Enforcement	
Issued Parking Tickets	240 Tickets
Parking Enforcement Service Requests Received	23 Received
Parking Enforcement Service Requests Closed	21 Closed
Code Enforcement Cases Opened	3 Opened
Code Enforcement Cases Closed	9 Closed
Code Enforcement Proactive Cases	15 Cases
Clean and Safe	
Interactions with Unsheltered Individuals	47 Individuals
Individuals Connected to Services	Individuals
Individuals Who Declined Services	47 Individuals
Yards of Trash Collected by Clean and Safe and Contractors	32 Yards
Parks and Recreation	
Downtown Park Site Visits by River Rangers	113 Visits
Yards of Debris Removed from River by River Rangers	21 Yards
Public Interactions by River Rangers	100 Interactions
Maintenance and Operations	
BID Area Service Requests Received	11 Received
BID Area Service Requests Closed	10 Closed
BID Area Miles of Roadway Swept	42 Miles
Staff Hours Spent Sweeping Roadway in BID	7 Hours

BID Area Sidewalk Blocks Cleaned	181 Blocks
Staff Hours Spent Cleaning Sidewalk in BID	168 Hours
BID Area Litter Removal Hours	310 Hours
BID Area Street Light Repairs	19 Repairs
DRP	
Pressure Washes Performed	256 Washes
Pounds of Trash Collected and Disposed	24,660 Pounds
Rides Provided to Shelters and Services	88 Rides
Social Service Referrals	1,115 Referrals
Economic Development	
Number of Restore Improvements Completed	9 Improvements
Number of New Residential Units Completed	34 Completed
Number of New Residential Units Under Construction	895 Under Construction
Number of New Residential Units Planned	2,528 Planned
Number of New Businesses Opened	1 Business
Percentage Change in Property Values (Year Over Year)	9.2%
City Activation Events	4 Events
City Activation Event Participants	4,556 Participants

Key Initiatives

Each key stakeholder also provides key initiatives for the month of June:

Reno Police Department:

- Initiative 1: Downtown Walking Assignment with a concentration on increased community engagement, enhanced crime prevention, building community trust, and support for local business owners, visitors, and locals in the downtown area.
- Initiative 2: Completed the implementation and staffing of the Mobile Engagement Team which started on 7/1/2023.
- Initiative 3: Began downtown after-hours operations and enforcement on weekends to mitigate crime and nuisance issues.

Code Enforcement:

- Initiative 1: Proactively address parking violations.
- Initiative 2: Proactively address code violations.
- Initiative 3: Maintain a constant presence in the downtown area.

Clean and Safe:

- Initiative 1: City Walks with Fourth Street business owners.
- Initiative 2: Partner with DRP to address concerns within the BID.
- Initiative 3: Peer-to-peer support to unsheltered individuals.

Parks and Recreation:

- Initiative 1: Continue to engage the public through face-to-face interactions during river ranger foot and/or bike patrols.

- Initiative 2: River rangers to continue to clean debris from the river.
- Initiative 3: Enhance the junior river ranger program by connecting with park users and advertising the program.

Maintenance and Operations:

- Initiative 1: Painting of public amenities. Cleaning and replacement of wayfinding sign. Cleaning of garbage cans, planter rails, bike racks, and other amenities.
- Initiative 2: Continuation of planting throughout the downtown area.
- Initiative 3: Repair/replacement of Riverwalk lighting (south side of the river).

DRP:

- Initiative 1: Facilitated the installation of the fence screening around the City Center property.
- Initiative 2: Joint operation between DRP and RPD in the area of Fourth/Record, where we experience significant issues, to keep it clear of people sitting and lying on the sidewalks as well as keeping it clean from the large amount of trash, spills, and human waste that pile up daily. Ambassadors always lead by informing everyone about the services available and offering transport to those services or shelters. Particularly during this heat wave, the ambassadors worked extra hard to get people into the cooling center.
- Initiative 3: Partnered with the City Maintenance and Operations team to have layers of old paint ground off and new paint applied on the curbs of downtown. Work to begin in mid-July.

Economic Development:

- Initiative 1: Launched the Plaza Activation Pilot Program (Dancing in the Plaza, Harmony on the River, and Off the Rails Summer Concert Series).
- Initiative 2: Meetings with key property owners.
- Initiative 3: Supporting key developments.

Highlights & Objectives

Each key stakeholder also provides a highlight for the month of June and an objective for the month of July below:

Reno Police Department:

- June Highlight: Downtown After-Hours Operation 6/28/24 – 4 traffic citations, 2 arrests, 6 misdemeanor citations, and 3 parking citations.
- July Objective: Continue to develop connections with the downtown business owners and visitors with the newly formed Mobile Engagement Team.

Code Enforcement:

- June Highlight: Required Morris Burner Motel to address blight on vacant building frontage.
- July Objective: Create a systematic plan to address structures downtown.

Clean and Safe:

- June Highlight: Developed new relationships with Fourth Street business owners and identified opportunities for public spaces.

- July Objective: Ongoing collaboration with DRP, business owners, and the unsheltered community.

Parks and Recreation:

- June Highlight: Rangers began bike patrol of the river and river-adjacent parks.
- July Objective: Increase visibility by the river and river-adjacent parks.

Maintenance and Operations:

- June Highlight: Riverwalk extension planting on Island Avenue from Sierra to Arlington.
- July Objective: Preparation for Hot August Nights which includes cleaning and sidewalk sealing. In addition, initiate the DRP-funded curb restoration project.

DRP:

- June Highlight: Our ambassadors had a wonderful time interacting and engaging with the thousands of Shriners who were in town during the last part of June. Their events were held at the Reno Ballroom and Reno Events Center while staying at the ROW. Ambassador Roscoe found the event especially enjoyable as he received assistance from the Shriners when he was a child.
- July Objective: Hiring has begun for eight (8) additional personnel to work as Security Ambassadors. These individuals will have security guard experience and will work as response in identified hotspot areas downtown. Hiring and training have begun, with full staffing and training to be completed by the end of the month. Licensure from the state is anticipated in September.

Economic Development:

- June Highlight: Off the Rails, Dancing in the Streets, Harmony on the River, 30% growth in new special events, and participated in the Governor's Office - Economic Development roundtable.
- July Objective: Activation of pilot program events including Off the Rails, Dancing on the River, and Harmony on the River, and issuance of the ReStore Status Report.

Financial Implications:

None at this time.

Legal Implications:

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

Recommendation:

Staff recommends Council accepts the report regarding downtown updates for the month of June 2024.

Proposed Motion:

I move to accept the report regarding downtown updates for the month of June 2024.

Attachments: