

## STAFF REPORT

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**Date:** December 11, 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 October 2024.

**From:** Bryan McArdle, Revitalization Manager

**Department:** City Manager's Office

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**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:**

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 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*

- 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 July, August, September, and October 2024. The FY25 Target column indicates the annual goal for the metric to measure performance.

DESIRED OUTCOME	WHAT WE'RE DOING	JUL	AUG	SEPT	OCT
Re-energize the Redevelopment Agency (RDA).	Support New RDA Projects	0	1	0	0
Increase street level activity by attracting thriving businesses.	Retail Vacancy Rate	7.3%	5%	5.6%	5.3%
	Number of New Businesses	1	0	2	1
	Area Visits from Prior Year (PY)	- 9.3%	10%	0%	-5.6%
Increase downtown residential density and amenities.	Complete New Residential Units (Currently planned 2,528)	34	0	574	0
Increase property and business owner outreach efforts.	Property Owner Meetings	8	5	3	4
	Reno Police Department Mobile Engagement Team Business Contacts	42	47	51	42

### ***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, September, October 2024. The FY25 Target column indicates the annual goal for the metric to measure performance.

DESIRED OUTCOME	WHAT WE'RE DOING	JUL	AUG	SEPT	OCT
Improve the built environment through infrastructure upgrades.	Complete Funded ReStore Projects	8	0	2	1
	Complete Funded Infrastructure Projects	0	0	0	0
Develop placemaking initiatives to create vibrant public spaces.	Outdoor Seating Spaces	16	0	0	0
	Complete Funded Placemaking Projects	1	0	0	1
Continue to provide regular, high-quality, proactive maintenance.	Close M&O Service Requests within the month	100%	100%	100%	100%
	M&O Service Requests Received	14	11	16	16
Implement the Truckee River Vision Plan recommendations.	Apply for grants to support the Truckee River Plan Recommendations	0	1	1	1
Implement proactive code enforcement in the downtown area to address and prevent property deterioration.	Issue Proactive Code Enforcement Cases	14	30	3	5
	Issue Parking Tickets	196	612	539	463

### ***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, September, and October 2024. The FY25 Target column indicates the annual goal for the metric to measure performance.

DESIRED OUTCOME	WHAT WE'RE DOING	JUL	AUG	SEPT	OCT
Increase the acceptance rate of services from homelessness outreach.	Percent of unhoused interactions accepting social services	32%	20%	41%	42%
	Planned homelessness outreach activities	29	31	27	32
	River Rangers Service Referrals	NA	67	272	381
Promote year-round activation of public spaces.	Number of Events in Downtown	31	6	9	12
	Planned Activation Days	4	11	11	20
	New Events in Downtown	4	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	22
	Community Court RPD Mobile Engagement Team Enforcements	22	58	41	109
	Active patrol of parks via River Rangers (% of Instances of All Clear Location)	NA	31%	41%	75%
Support the Downtown Reno Partnership Ambassadors Program's efforts to maintain a clean, safe, and welcoming downtown.	Shopping Carts Recovered	104	91	93	115
	Pressure Washes Performed	251	255	245	226
	Rides Provided to Shelters and Services	119	116	114	129
	Wellness Checks	280	249	325	332
	Safe Walks	27	30	38	50
	Business Checks	715	595	760	763

### 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 October 2024.

**Attachments:**