

STREET REPORT



DOWNTOWN RENO BUSINESS IMPROVEMENT DISTRICT HOSPITALITY AND STREET OUTREACH PROGRAM | FEBRUARY 2024

The following data and information is provided to the Downtown Reno Business Improvement District for tracking purposes. The information contained in this report is for activities reported in February 2024. The data and information is obtained from Ambassadors conducting patrols and entered in Statview.



Another encampment cleared, another beautiful area in Downtown.

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FEBRUARY HIGHLIGHTS:

Closing out the month of February we are still in the ebbs and flows of Spring trying to make its big debut. Of course, the Biggest Little City had other plans and we are welcoming a blizzard coming into the month of March! One thing the shortest month of the year has taught us is perseverance; with warmer temps in the midday and falling quickly into the sunset, we have experienced a larger number of unsheltered individuals needing assistance. We continue to assist our downtown community with safe walks and helping those less fortunate get to shelter in this extreme weather. Like a well-oiled machine, our Hospitality Ambassadors have been working in tandem with our Outreach Ambassadors to continue to keep our downtown area safe and clean for everyone. We look forward to the upcoming warmer months and working toward our goals of improving the Downtown Reno core.

Employee of the Month: Ambassador Gonzales is new to the hospitality team and has hit the ground running. Intensive training in the field prepares one for a variety of transferable skill sets they will need to call upon and hone in on. Gonzales can be seen demonstrating patience and safety, executing the policies and procedures that keep our StreetPlus Ambassadors safe. In the long run this type of attitude and work ethic is valuable in the daily activities Ambassadors face in the field dealing with such a diverse crowd and everchanging environments. Her ability to pivot from assisting tourists with directions and recommendations to our local businesses, to then assisting various agencies in communicating unwanted behavior such as panhandling, trespassing, public intoxication, etc. has been key in her role as a Hospitality Ambassador. The team is especially thankful for all her services and agrees she is our best choice for Employee of the Month! Thank you for all you do, you're already such an integral part of our team, keep it up!

Customer Service Award: Outreach Ross, one of our superstar Outreach Ambassadors, has always had a way of working with others living and working in the downtown area. If she's not assisting in a transport to Cares Campus, Our Place, or Reno Behavioral Health, she can be found making a presence along our business improvement

district detouring behaviors that adversely impact the district or those working, living and visiting. She is best described as a fierce Outreach advocate; she works hard to assist the unhoused by educating and connecting them to available resources. She works hard to help others into treatment programs. She is a gem and super unique and while she maintains a tough shell, she can also be found handing out generous smiles and hugs, making light of dark situations, and our team is happy to acknowledge her customer service to our downtown area.

Caught Doing Something Right: Ambassador Hinshaw is always willing to go above and beyond, for example, on an outreach transport, he was seen carrying a large bag of trash he had been amassing on his zone check. This isn't an isolated occasion, he can usually be seen going above and beyond to help the people who live and work in the downtown area, regardless of recognition, whether it's helping a local on a safe walk or giving directions to area new comers. The team is happy to point him out doing something right, and carrying out the StreetPlus objectives he's been employed to do!

HOSPITALITY SUCCESS STORIES

- Ambassador Miller, a seasoned Hospitality Lead, is well versed with our BID. He has a unique ability to be "in the right place at the right time," and has a keen eye for keeping our downtown district safe, clean and welcoming for everyone. While patrolling his zone, he radioed into dispatch for an outreach transport to Our Place while Ambassadors were in route to an encampment clean up. Initially, the client was hesitant to ask for help after arriving in Reno. Her purse was stolen including her identification, bank, and credit cards. Considering she is from Santa Barbara and has a home there where she resides, we were able to get her connected to our Outreach team and led her to the proper sources for shelter in the upcoming storm until she could make it back home.
- Like dropping a pebble into the water, the ripple effect of small acts of kindness goes a long way. Empathy and compassion for our fellow human are at the core of what we do. Many people talk about changing the world, but it's those small atomic habits that accumulate creating steady progress over time by consistently working

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towards our goals. These are the small wins that support our community, and end up making the big wins. A big win for us is when we are able to connect locals to our Outreach Ambassadors and supportive services that many times are a matter of a simple ride to visit their caseworker to renew paperwork, etc. Our hospitality ambassadors, including Ambassadors Roper and Day Baxter, are always on the front lines trying their best to create a safe and clean environment for everyone living and working or visiting the downtown area of our Biggest Little City!

- During a zone patrol, Hospitality Hinshaw encountered a local client that is currently 44 days sober. Many of the issues facing the unhoused is alcohol or substance abuse. After checking in with Gospel Mission, he was able to walk the client to Life Changes, a sober living program. From there, the client was able to get on the waiting list to start their treatment program. Life Changes was also able to refer him to Thrift Depot, where he now has a job that will help keep him busy, working, and sober past the 44 days. These small increments of change that our Hospitality Ambassadors and Outreach team contribute to the vision of the Downtown Reno Partnership are vital to keeping our areas of Reno safe and welcoming for all.

OUTREACH SUCCESS STORIES

- On February 24, 2024, Outreach Ross responded to a call from the Reno Police regarding a female in need of getting into Our Place Women's Shelter. Upon Ross' arrival, RPD informed her that this client was a victim of sex trafficking and in need of safe and stable shelter. Ross took the time to build rapport with the client and transported the client safely to Our Place where she was able to get a bed.
- Throughout the month of February, the Outreach Ambassadors had been working with a client who was stranded in Reno to get back home to Seattle, Washington. When luck was running out, Outreach Ross didn't give up hope and successfully contacted a social worker in Seattle to verify the client's residence. On February 15, 2024, Ross got the client a ticket home, getting the client back to his social worker and his house.



Ambassadors not only keep Reno clean and safe, but help our unhoused community in any way possible!



Ambassadors loving what they do while keeping Reno clean and safe!

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Encampment found and cleared (Before/After)

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DEPLOYED LABOR HOURS

HOSPITALITY AMBASSADOR

January	1,796.62
February	1,663.00
March	—
3rd Quarter	3,432.62

LICENSED OUTREACH COORDINATOR

January	341.94
February	304.00
March	—
3rd Quarter	645.94

SOCIAL SERVICE OUTREACH SPECIALIST

January	319.00
February	304.00
March	—
3rd Quarter	623.00

CLEANING AMBASSADORS

January	133.00
February	266.50
March	—
3rd Quarter	399.50

TEAM LEADER

January	46.75
February	151.00
March	—
3rd Quarter	197.75

OVERNIGHT PATROL

January	551.20
February	504.00
March	—
3rd Quarter	1,050.20

OPERATIONS MANAGER

January	160.00
February	248.00
March	—
3rd Quarter	408.00

OPERATIONS SUPERVISOR

January	167.50
February	153.00
March	—
3rd Quarter	320.50

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STATISTICS

311 REPORTS	JAN	FEB	MAR	SOCIAL SERVICE	JAN	FEB	MAR
Bulky Items	11	16	—	Referral - Clothing	48	15	—
Encampment Reporting	198	437	—	Referral - Food	5	3	—
Graffiti Removal	89	37	—	Referral - Medical	0	0	—
Gutter Repair	0	0	—	Refferal - Shelter	0	11	—
Illegal Dumping	0	4	—	Refferal - Detox/Treatment	48	43	—
Sidewalk Repair	0	0	—	Refferal - Housing	0	0	—
Streetlight Issue	0	0	—	Refferal - Insurance	0	0	—
2nd Quarter	298	494	—	Refferal- Van Rides Given	99	85	—
CRIMES	JAN	FEB	MAR	Rides To Shelter	0	22	—
Aggravated Assault	0	0	—	Rides To Services	0	63	—
Assault	11	4	—	HMIS Enteries	0	58	—
Battery	3	1	—	Outreach	1,000	800	—
Threat	0	0	—	2nd Quarter	1,200	1,100	—
Hate Crime	0	0	—	TRASH-REPORTED	JAN	FEB	MAR
Stalking	3	1	—	Litter	2,108	1,886	—
Domestic Violence	23	16	—	Debris	472	562	—
Harassment	4	0	—	Bulky Items	11	16	—
Burglary	0	0	—	Trash Bags Filled	632	563	—
Robbery	0	0	—	Illigal Dumping - Sidewalk	5	3	—
2nd Quarter	44	22	—	Illigal Dumping - Alley	4	1	—
WASTE - REPORTED	JAN	FEB	MAR	2nd Quarter	3,232	3,031	—
Feces	29	22	—	HOT SPOTS	JAN	FEB	MAR
Syringe	16	9	—	Checks	1,362	1,722	—
Urine	24	40	—	2nd Quarter	1,362	1,722	—
2nd Quarter	69	71	—	HOSPITALITY	JAN	FEB	MAR
CALL TO EMS	JAN	FEB	MAR	Engagement	3,411	2,640	—
Police	61	29	—	2nd Quarter	3,411	2,640	—
Fire	9	3	—	EVENT SUPPORT	OCT	NOV	DEC
Ambulance	35	7	—	Service Hours	7	26	—
2nd Quarter	105	39	—	Cleanup	7	6	—
STAKEHOLDER CHECK-IN	JAN	FEB	MAR	2nd Quarter	14	32	—
Business	2,778	2,823	—	MATERIALS DISTRIBUTION	JAN	FEB	MAR
Property Owner	1,917	2,016	—	Collateral Marketing Material	7	5	—
Residential Property	357	296	—	2nd Quarter	7	5	—
2nd Quarter	5,052	5,135	—	SAFE WALKS	JAN	FEB	MAR
INCOMING CALLS	OCT	NOV	DEC	All	63	47	—
Nuisances	51	—	—	2nd Quarter	63	47	—
Outreach	54	—	—	CLEANING	JAN	FEB	MAR
Cleanliness	46	—	—	Pressure Washes	107	95	—
Other	4	—	—	Lbs of Trash Collected	15,321	13,708	—
2nd Quarter	155	—	—	2nd Quarter	15,238	13,803	—
QUALITY OF LIFE	JAN	FEB	MAR	PROPERTY	JAN	FEB	MAR
Incidents - Public Intoxication	183	148	—	Abandoned	4	6	—
Incidents - Public Indecency	18	14	—	Found	2	33	—
Incidents - Public Urination	24	40	—	Lost	6	3	—
Incidents - Trespassing	453	378	—	Shopping Carts - recovered	109	46	—
Incidents - Disturbance	299	154	—	2ndQuarter	121	88	—
Incidents - Noise Complaint	51	47	—	DIRECTIONS	JAN	FEB	MAR
Incidents - Open Container	168	107	—	All	660	228	—
Incidents - Panhandling Passive	51	60	—	2nd Quarter	660	228	—
Incidents - Panhandling - Aggressive	16	15	—				
Incidents - Suspicious Person	115	52	—				
Incidents - Suspicious Vehicle	2	1	—				
Conditions - Blocking Sidewalk	463	457	—				
Conditions - Benches Cleared	254	248	—				
Conditions - Encampment	198	437	—				
Conditions - Wellness Check	349	347	—				
2nd Quarter	2,644	2,505	—				