



# AMBASSADOR STREET REPORT

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APRIL 2025

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 during April 2025. The data and information is obtained from Ambassadors conducting patrols and entered in TrackTik.

# STREET REPORT



## Let's Talk Trash!



Trash removed in the  
month of April

**92 Yards**  
**22,866 Pounds**



PREVIOUS MONTH:  
March

**112 Yards**  
**27,948 Pounds**

### Total tasks completed

| Cleaning Tasks                  | February | March | April |
|---------------------------------|----------|-------|-------|
| Power Washes                    | 84       | 257   | 316   |
| Block Faces Cleaned             | 36       | 154   | 151   |
| Cubic Yards of trash collected  | 107      | 116   | 92    |
| Shopping Carts Recovered        | 209      | 184   | 117   |
| Transports to Services/ Shelter | 104      | 97    | 74    |
| Stakeholder Check-Ins           | 2,933    | 2,425 | 1,253 |



## STREET REPORT | CLEANING

The Downtown Reno Partnership regularly power washes the sidewalks throughout the district.



Power Washes

**316**



Pan and Broom

**600**

## STREET REPORT | REQUESTS FOR SERVICES



Graffiti Removal

**72**



Cleaning Request Response Time:

WITHIN **30 min**

**55** Calls for Cleanup - Special

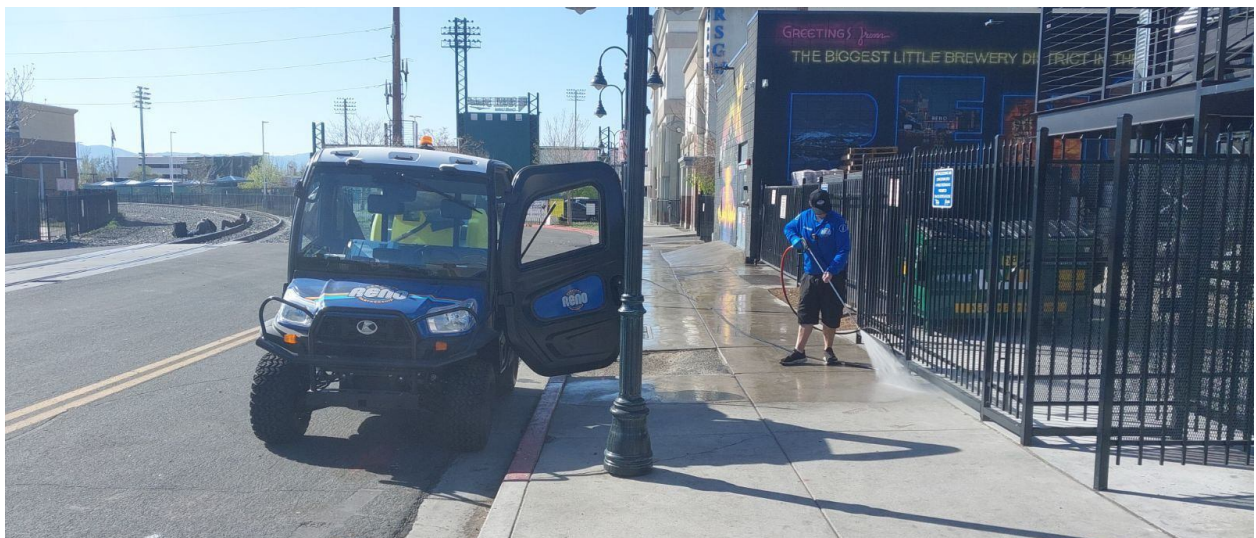
**316**

Scheduled Power Washes



**320**

Calls Made to Downtown Reno Partnership



## STREET REPORT

AMBASSADOR  
SUCCESS STORIES

- In early April, Lead Ambassador House was on patrol when he received a hotline call for a wellness check. He responded to the corner of Virginia and 5th Streets, where he found a woman, partially unclothed and visibly in mental distress. With backup from Allied Security, House was able to approach her, calm her down, and start a conversation. When asked if she needed help, she simply replied that she “needed somewhere to be.”

Recognizing that she needed assistance, Ambassador House called paramedics, and the woman was transported to the hospital for medical care.

A few days later, while patrolling the same area, Ambassador House encountered the woman again. She thanked him and shared that she had taken a substance that day and didn’t know what might have happened if the Ambassadors hadn’t intervened to check on her.

- On April 20th, Ambassador Hinshaw met a woman named Heather, who had just arrived in Reno from Croatia to search for her brother, Asa, a homeless man living downtown. Heather had only three days in the country before she had to return home. Ambassador Compton and I quickly shared Asa’s photos with other Ambassadors and used the information Heather provided to help track him down.

By the next day, we still hadn’t heard from Asa, but by April 22nd, we received word that he had received the message from his sister. Thanks to our efforts, Asa was able to find a rehab program before Heather had to leave, ensuring that she returned to Croatia knowing her brother was safe and on the path to recovery.

## STREET REPORT

## AMBASSADOR OF THE MONTH



## Ambassador Guzman

In her role as dispatcher, **Ambassador Guzman** plays a vital role in maintaining communication between our team and the public. By managing the 24-hour hotline, she ensures that Ambassadors and security personnel are deployed to where they are needed most. Her work as a dispatcher is essential to the success of the Ambassador program.

In addition to responding to the important community input we receive every day, Ambassador Guzman helps keep the team organized and motivated in numerous ways. She offers invaluable support from the office but also steps in to assist with fieldwork when needed. We are grateful for her dedication to making the streets of Downtown Reno safer, cleaner, and more welcoming. Thank you, Ambassador Guzman!

## STREET REPORT | SECURITY SUCCESS STORIES

- On April 28th, around 6 p.m., Allied Security Guard Santos was patrolling the Virginia Street area near the Siegel Suites Nevadan, a known gathering spot for unhoused individuals. Security Guard Santos noticed a man lying in an alcove on the property and approached to perform a wellness check.

Despite his efforts to rouse the man, Security Guard Santos received no response. Concerned that it might be a medical emergency, he immediately called emergency services and stayed on-site until paramedics arrived. Upon their arrival, the paramedics determined that the man was heavily intoxicated.

Security Guard Reyes joined an ambassador on one of these patrols.

When they reached the AT&T Plaza on University Way, they found an individual lying in the area that needed to be secured. Security Guard Reyes noticed that the person was extremely intoxicated and then began having a seizure. Without hesitation, he contacted emergency services.

When paramedics arrived, they encountered difficulty lifting the man onto their gurney. Security Guard Reyes assisted in getting the individual into the ambulance, ensuring that he received the medical care he urgently needed.

## STREET REPORT | SOCIAL SERVICES AMBASSADOR SUCCESS STORIES

- On April 11, a homeless man needed a bus ticket to his brother. The man explained that his other brother had passed away, and his mother was very ill. Having been part of the homeless community for the past three years, he had previously stayed at Cares Campus, but had not had a bed there in over six months. Social Service Ambassador Ross reached out to the man's brother and successfully arranged a ticket for him to travel home to Temecula, CA that same day.
- On April 18, 2025, Social Service Ambassador Ross met a man who had been residing at the Cares Campus for the last 30 days. The gentleman had just received confirmation from his caseworker in San Francisco that he had secured housing, with the move set for the next day. Although the shelter was unable to provide a ticket on such short notice, Social Service Ambassador Ross verified the housing appointment and made arrangements for the man to return to San Francisco later that same day.



STREET REPORT

QUALITY OF LIFE



1,658

total quality of life issues addressed  
for the month of April

Quality of Life Incidents  
by Percentage

ENCAMPMENTS CLEARED

40%

WELLNESS CHECK

45%

PANHADLING

15%



| Safety & Quality of Life Incidents | February | March | April |
|------------------------------------|----------|-------|-------|
| Panhandling                        | 84       | 133   | 133   |
| Public Disturbance                 | 151      | 199   | 242   |
| Encampments Cleared                | 424      | 433   | 261   |
| Sit/Lie/Camp                       | 162      | 175   | 267   |

|                |     |     |     |
|----------------|-----|-----|-----|
| Wellness Check | 254 | 289 | 280 |
|----------------|-----|-----|-----|



## STREET REPORT

COMMUNITY  
ENGAGEMENT

Need directions? We'll be your guide!

Downtown Reno Partnership provided directions to 401 district visitors during the month of April.

| Task            | February | March | April |
|-----------------|----------|-------|-------|
| Business Checks | 1,051    | 905   | 1,688 |
| Directions      | 401      | 485   | 219   |
| Engagements     | 3,685    | 4,079 | 5,028 |
| Safe Walks      | 53       | 56    | 63    |





# STREET REPORT | BEFORE & AFTER

Before



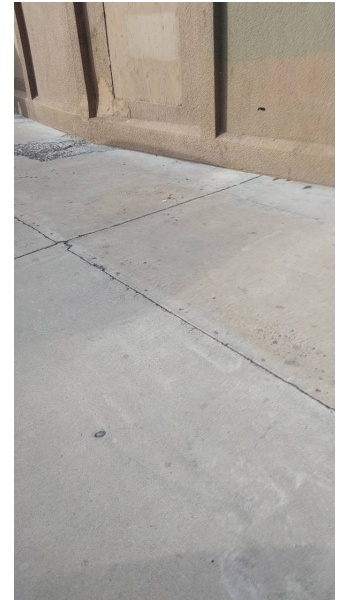
After



Before



After



Before



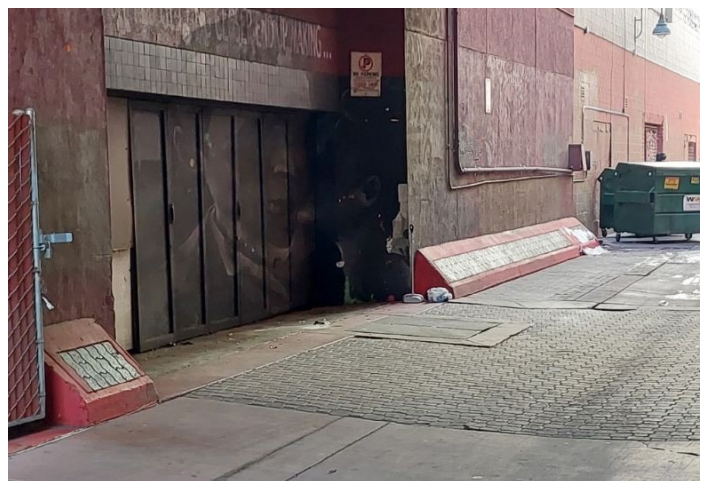
After



Before



After





**Business Checks**

Contact with a merchant or property owner to either;

- A) Conduct periodic visits to merchants to provide materials and check in on businesses.
- B) Respond to a merchant request for service.

**Directions**

Directions provided by Ambassadors to any person requesting information.

**Engagements**

Any contact with a person who may be experiencing homelessness, state visitors, guests, and stakeholders including directions.

**Public Disturbance**

Individuals behaving in a verbally threatening or aggressive manner towards unwilling recipients, such as yelling at, threatening, or slandering in public.

**Public Intoxication**

Individual(s) that is/are publicly intoxicated, as determined by law enforcement on the scene.

**Referrals Made**

Referral to service provider for clothing, food or shelter.

**Sit/Lie/Camping Violations**

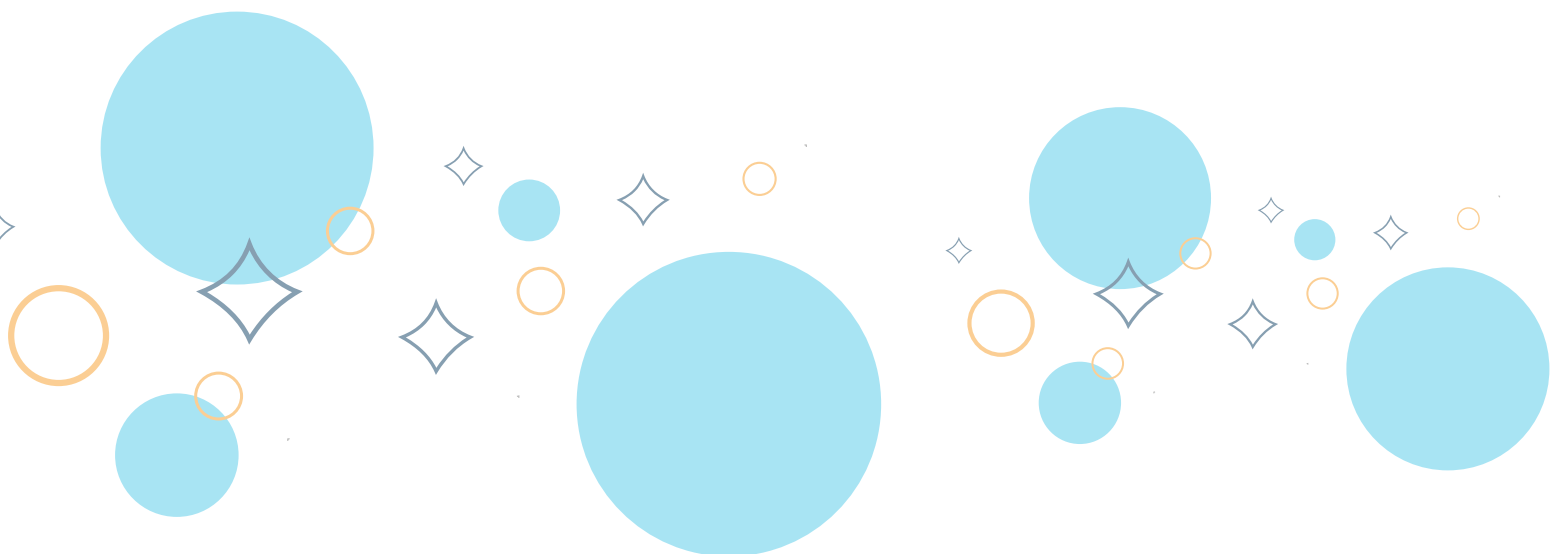
Restricts sitting or lying on sidewalks in Downtown.

**Trespassing**

Downtown Reno provides that no person shall willfully remain upon any private property or business premises after being notified to leave by the owner.

**Wellness Checks**

Verbal or visual check to ensure an individual's safety and well-being.



# STREET REPORT | CONTACT INFORMATION

## Did You Know?

Ways to request cleaning and safety services: call, text or email.



24/7:  
Hotline **775-313-4080**



Hours of Operation:  
**24/7**



## Be In The Know!

Sign up for our e-newsletter at  
**[DowntownReno.org](http://DowntownReno.org)** 