



AMBASSADOR STREET REPORT

DECEMBER 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 December 2025. The data and information is obtained from Ambassadors conducting patrols and entered in Statview.

STREET REPORT



Let's Talk Trash!



Trash removed in the month of December

**93.5 Yards
23,375 Pounds**

PREVIOUS MONTH:
November

**91 Yards
22,750 Pounds**

Total tasks completed

Cleaning Tasks	October	November	December
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Power Washes	470	168	151
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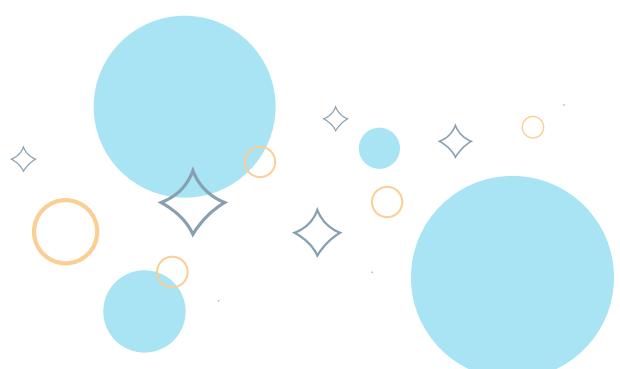
Block Faces Cleaned	112	224	220
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Cubic Yards of trash collected	110	91	93.5
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Shopping Carts Recovered	27	83	79
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Transports to Services/ Shelter	40	19	12
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Stakeholder Check-Ins	3,352	7,042	8,817
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STREET REPORT | CLEANING

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



Power Washes

151



Pan and Broom

112

STREET REPORT | REQUESTS FOR SERVICES



Graffiti Removal

8



Cleaning Request Response Time:

WITHIN **30 min**



Scheduled Power Washes

112



337

Calls Made to Downtown Reno Partnership

20 Calls for Cleanup - Special



STREET REPORT | SUCCESS STORIES

Ambassador Holyfield

While on patrol, Ambassador Holyfield discovered an unconscious man behind a dumpster after a group dispersed from drug use. He quickly administered Narcan, called for backup, and continued care until emergency services arrived, exemplifying the Ambassador Program's commitment to public safety.



Ambassador Mojica

On Christmas Eve in Reno, Ambassador Mojica assisted a stranded single mother and her six children after a weather delay disrupted their travel. With no funds or lodging, she helped secure an Amtrak-paid hotel room, assisted with luggage, ensured a smooth check-in, and then resumed her patrol.

The women later expressed deep gratitude, believing the intervention prevented a potential sexual assault. This incident underscores the critical role of visible patrols, swift response, and effective verbal de-escalation in maintaining public safety.

STREET REPORT | EMPLOYEE OF THE MONTH



Ambassador Cotter

Ambassador Cotter consistently demonstrates a strong work ethic, reliability, and professionalism. He maintains excellent attendance, follows direction well, and takes pride in his role. Always willing to step in where needed, he supports teammates and engages positively with the public. His dedication, positive attitude, and enjoyment of his work make him a valuable asset and a clear example of what it means to be an ambassador.

STREET REPORT | OUTREACH STORIES

Social Services Ambassador Tremaine

Social Services Tremaine assisted a stranded woman in Reno. She had missed her bus to Susanville, CA after getting off the train with her sister, who then left her

alone without money for food or lodging. The woman was distressed when Tremaine met her. With the help of the Resource Center, they were able to help her get to her final destination.

STREET REPORT | SECURITY SUCCESS STORIES

Operations Supervisor Clark and Security Guard Brink

On Monday, December 15, at approximately 8:00 PM, Operations Supervisor Clark and Security Guard Brink observed an older male harassing young woman near the RTC bus stop. The subject solicited sexual favors, became aggressive when refused, grabbed a woman's hoodie, and chased her. Clark and Brink intervened, de-escalated the

situation after the subject made verbal threats, including claiming he had a knife, and then the subject left the area before police arrived. The women later expressed gratitude, noting that the intervention likely prevented a sexual assault. The incident highlights the importance of visible patrols, quick response, and effective verbal de-escalation in maintaining public safety.



STREET REPORT

QUALITY OF LIFE



1,501

total quality of life issues addressed
for the month of **December**

Quality of Life Incidents
by Percentage

ENCAMPMENTS
CLEARED

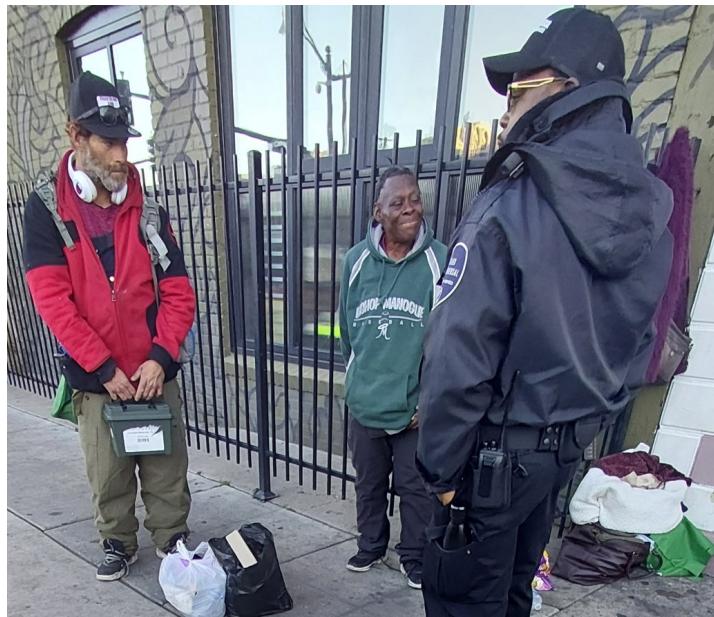
10%

WELLNESS CHECK

85%

PANHANDLING

5%



Safety &
Quality
of Life
Incidents

October November December

Panhandling	47	25	18
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Public Disturbance	396	30	21
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Encampments Cleared	154	64	58
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Sit/Lie/ Camp	610	403	350
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Wellness Check	286	635	468
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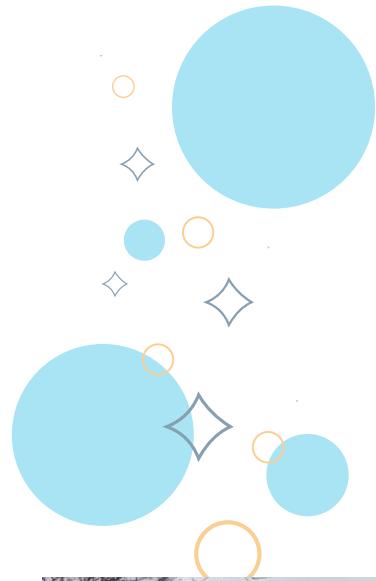


STREET REPORT

COMMUNITY ENGAGEMENT

Need directions? We'll be your guide!

Downtown Reno Partnership provided directions to 26 district visitors during the month of December



Task	October	November	December
Business Checks	1,271	529	550
Directions	150	60	26
Safe Walks	34	4	5



STREET REPORT | BEFORE & AFTER

Before



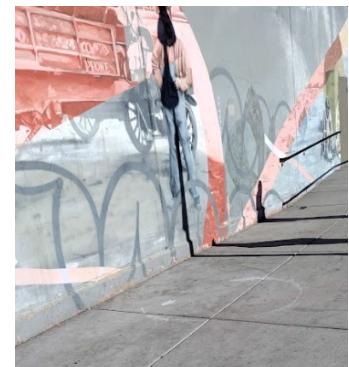
After



Before



After



Before



After



Before



After



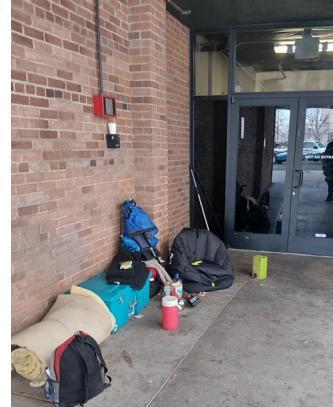
Before



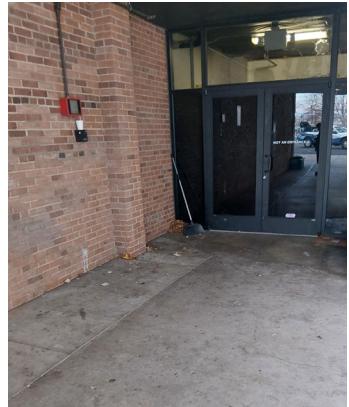
After



Before



After



Before



After



STREET REPORT | BEFORE & AFTER

Before



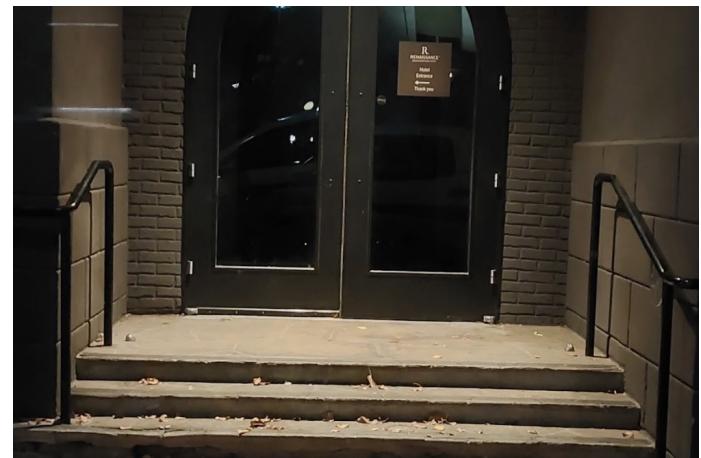
After



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

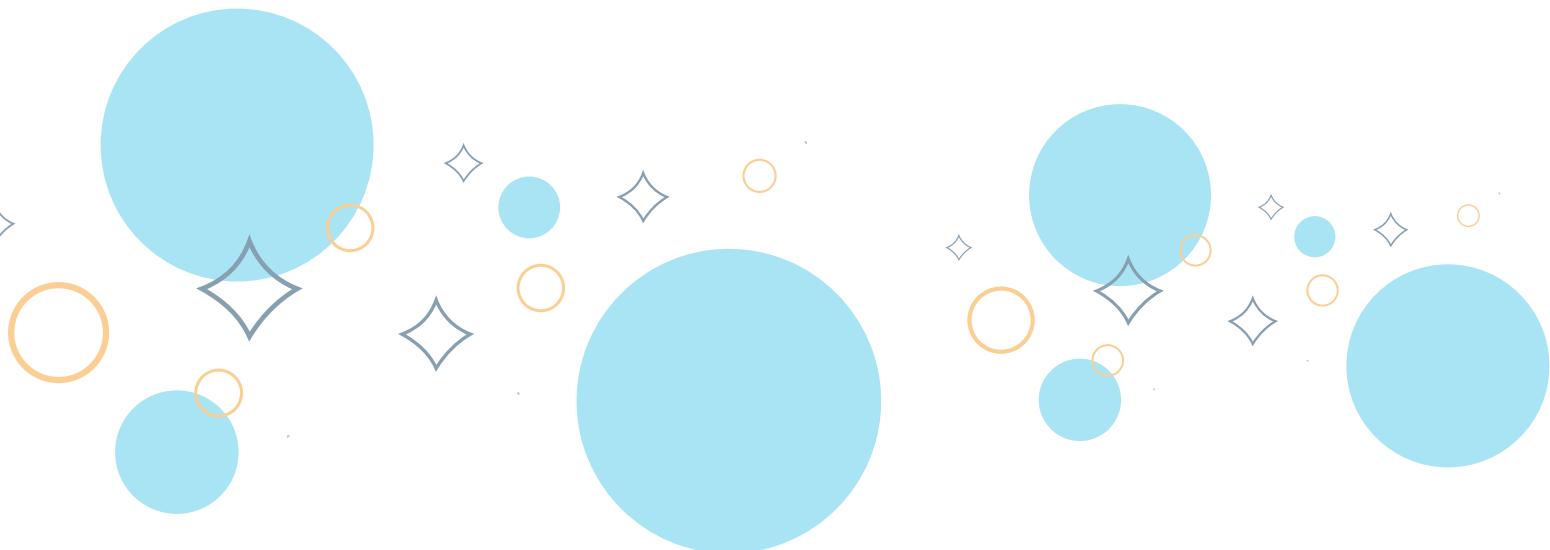
Restricts sitting or lying on sidewalks in Downtown.

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.



Did You Know?

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



24/7:

Hotline **775-313-4080**

Email Hotline@downtownreno.org



Hours of Operation:

24/7



Be In The Know!

Sign up for our e-newsletter at
DowntownReno.org

