



AMBASSADOR STREET REPORT

JANUARY 2026

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 January 2026. 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 January

80.3 Yards
20,063 Pounds

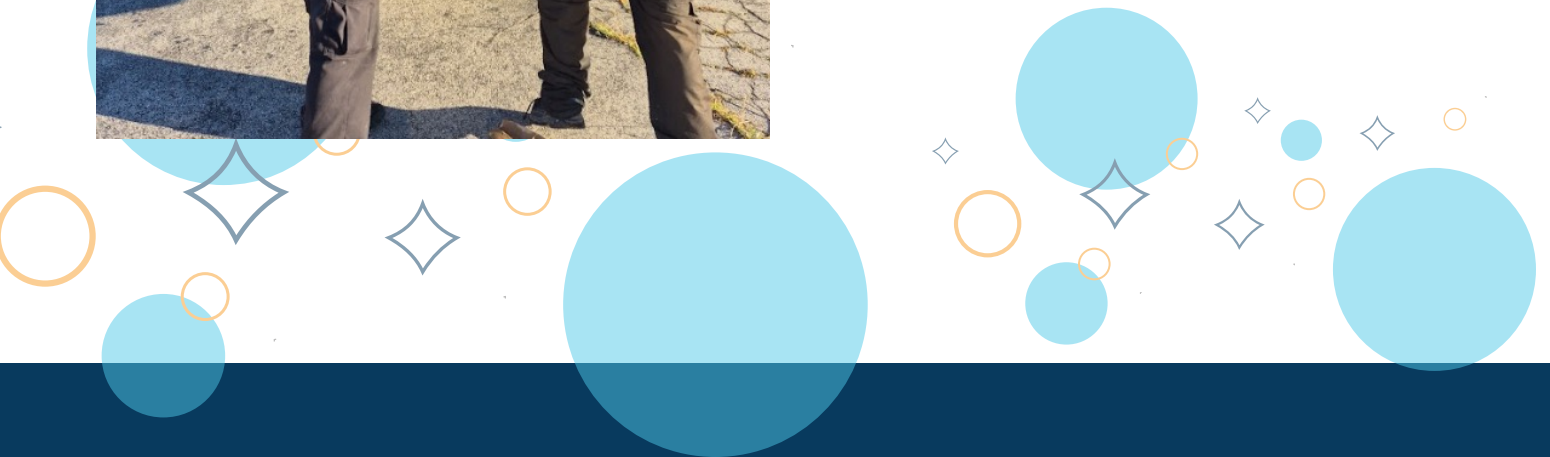


PREVIOUS MONTH:
December

93.5 Yards
23,375 Pounds

Total tasks completed

Cleaning Tasks	November	December	January
Power Washes	168	151	188
Block Faces Cleaned	224	220	222
Cubic Yards of trash collected	91	93.5	80.3
Shopping Carts Recovered	83	79	87
Transports to Services/ Shelter	75	74	70
Stakeholder Check-Ins	3,352	8,817	9,245



STREET REPORT | CLEANING

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



Power Washes

188



Pan and Broom

112

STREET REPORT | REQUESTS FOR SERVICES



Graffiti Removal

18



Cleaning Request Response Time:

WITHIN **30 min**



Scheduled Power Washes

112



338

Calls Made to Downtown Reno Partnership

29 Calls for Cleanup - Special



STREET REPORT | SUCCESS STORIES

Hospitality Ambassador Najera and Cleaning Ambassador Parris

Ambassador Najera noticed a distressed woman near a locked trash bin outside the Sierra Street courthouse on a January morning. After learning she had accidentally dropped her car keys inside, he contacted Ambassador Parris, a colleague on the cleaning crew. Together, they quickly retrieved the keys, resolving the situation and easing the woman's worry.

Hospitality Ambassador Hinshaw

A man approached Ambassador Hinshaw near Wrightway Market to share his gratitude. He explained that Ambassador Hinshaw had once reported him for a crime, leading to an arrest that ultimately gave him the time and support needed to overcome addiction. Now sober and living independently, he thanked Ambassador Hinshaw for helping him change his life.



STREET REPORT | EMPLOYEE OF THE MONTH



Cleaning Ambassador Ruiz

Cleaning Ambassador Ruiz has been named Ambassador of the Month for his exceptional work ethic and attention to detail. His professionalism, friendliness, and commitment to service help keep Downtown Reno clean, welcoming, and running smoothly. We appreciate his outstanding contributions and the positive impact he makes every day.

STREET REPORT | OUTREACH STORIES

Social Services Ambassador Tremain

On January 16, 2026, Social Services Tremain helped a long-term client take a major step toward stability by entering Safe Camp. After years of trust-building and

encouragement, the client chose shelter, was accepted, and completed every requirement. She is now safely in Safe Camp with her dog, supported and moving toward permanent housing.

STREET REPORT | SECURITY SUCCESS STORIES

Security Guard Brink

Security Guard Brink's vigilance during an evening patrol on 4th Street led to the discovery of suspected drug activity.

After observing repeated exchanges from a parked vehicle, he alerted the Reno Police, who recovered illicit substances and detained the suspects. His attentiveness directly supported a safer community.

Security Guard Larsen

Security Guard Larsen discovered a family of four waiting outside the closed Amtrak station after spending the night there. Stranded when they realized their return tickets were for the following day, they lacked funds for another room. Larsen connected them with Outreach staff, who helped them find a hot meal, showers, and a safe place to rest until their train departed.



STREET REPORT

QUALITY OF LIFE



1,710

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

Quality of Life Incidents by Percentage

ENCAMPMENTS
CLEARED

5%

WELLNESS CHECK

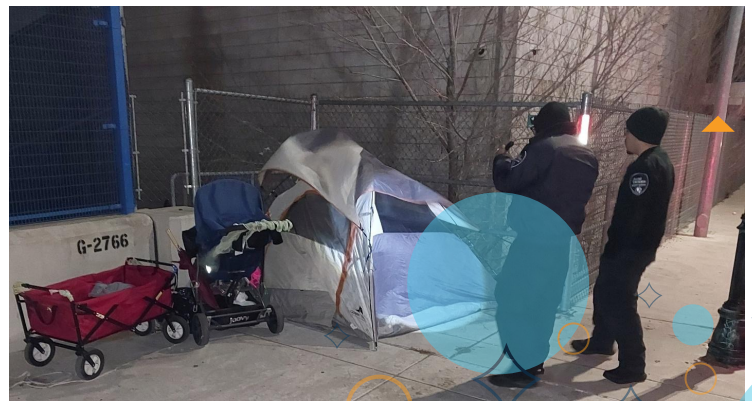
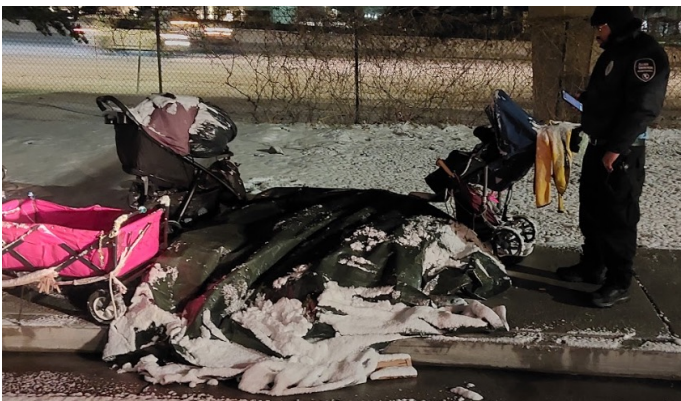
90%

PANHANDLING

5%



Safety & Quality of Life Incidents	November	December	January
Panhandling	25	18	26
Public Disturbance	30	21	25
Encampments Cleared	64	58	26
Sit/Lie/Camp	403	350	453
Wellness Check	635	468	538



STREET REPORT

COMMUNITY
ENGAGEMENT

Need directions? We'll be your guide!

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

Task	November	December	January
Business Checks	529	550	610
Directions	60	26	26
Safe Walks	4	5	5



STREET REPORT | BEFORE & AFTER

Before



After



Before



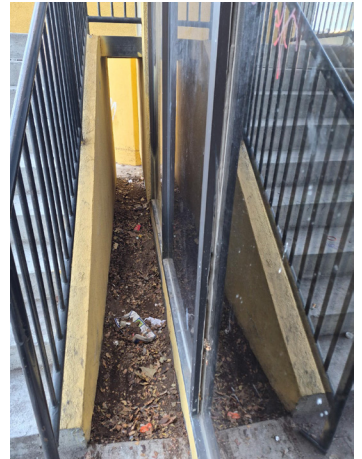
After



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

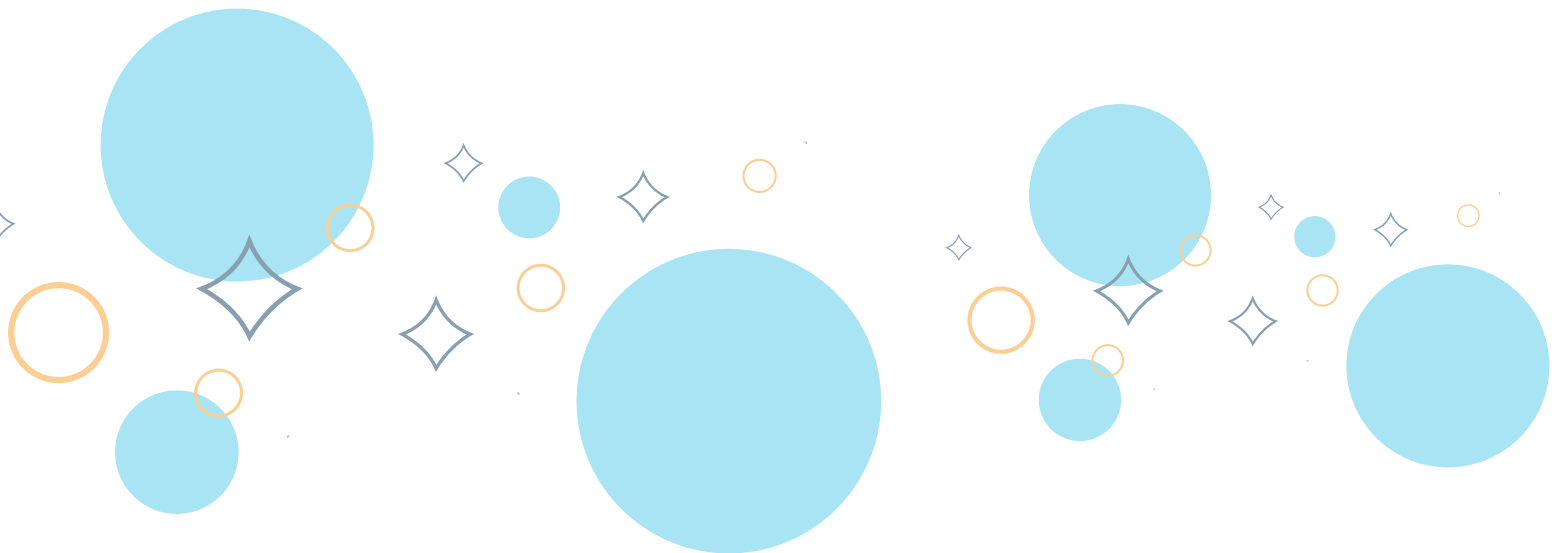
Restricts sitting or lying on sidewalks in Downtown.

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**

Email Hotline@downtownreno.org



Hours of Operation:

24/7



Be In The Know!

Sign up for our e-newsletter at
DowntownReno.org

