



# AMBASSADOR STREET REPORT

FEBRUARY 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 February 2026. The data and information is obtained from Ambassadors conducting patrols and entered in Statview.



The Downtown Reno Partnership and our Ambassadors extend a heartfelt thank you to the Reno City Council, Mayor Hillary Schieve, and the City of Reno for the proclamation declaring February 25, 2026, as Downtown Reno Partnership Ambassador Day.

This recognition highlights the hard work, dedication, and daily contributions our team makes to the downtown community. From supporting local businesses and assisting residents and visitors to maintaining cleanliness and helping create a safer, more welcoming environment, our Ambassadors play a vital role in the vitality of downtown. We are grateful for the City's continued partnership and proud to work together to support and enhance the downtown experience. Thank you to all of our Ambassadors who represent the program with professionalism and commitment—your efforts truly do not go unnoticed.

# STREET REPORT



## Let's Talk Trash!



Trash removed in the month of February  
**67.9 Yards**  
**16,975 Pounds**



PREVIOUS MONTH:  
**January**  
**80.3 Yards**  
**20,063 Pounds**

### Total tasks completed

Cleaning Tasks	December	January	February
Power Washes	151	188	141
Block Faces Cleaned	220	222	219
Cubic Yards of trash collected	93.5	80.3	67.9
Shopping Carts Recovered	79	87	65
Transports to Services/ Shelter	74	70	64
Stakeholder Check-Ins	8,817	9,245	7,568



# STREET REPORT | CLEANING

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



Power Washes

**141**



Pan and Broom

**112**

# STREET REPORT | REQUESTS FOR SERVICES



Graffiti Removal

**16**



Cleaning Request Response Time:

WITHIN **30 min**



Scheduled Power Washes

**112**



**220**

Calls Made to Downtown Reno Partnership

**29** Calls for Cleanup - Special



# STREET REPORT | SUCCESS STORIES

## Cleaning Ambassadors McMinn and Jimenez

While patrolling the 4th Street corridor near the Reno Sparks Gospel Mission, Cleaning Ambassadors McMinn and Jimenez found a woman without socks or shoes attempting to dry wet clothing in freezing temperatures. They contacted the Outreach team, who transported her to the Cares Campus Resource Center for shelter and a meal.

## Lead Ambassador Gainey

During a weekly safety walk with the Reno Police Department and city partners, Lead Ambassador Gainey and the Ambassador team assisted in the area around the Gold and Silver Inn. Multiple encampments were identified, vehicles were cited, and Ambassadors supported cleanup efforts by removing debris.



# STREET REPORT | EMPLOYEE OF THE MONTH



## Cleaning Ambassador McMinn

Cleaning Ambassador McMinn plays an important role in keeping the Business Improvement District clean, safe, and welcoming. Known for his reliability and positive attitude, he regularly steps up to assist fellow Ambassadors with zone patrols and challenging situations. His initiative, teamwork, and commitment to the community make him a valued and trusted member of the team.

## STREET REPORT | OUTREACH STORIES

### Social Services Enderton

Social Services Enderton responded to a request from Cleaning Ambassador Parris, who had encountered a woman in need of transportation and support at Our Place. After confirming the woman had previously accessed services there, Enderton provided additional information about the facility and coordinated next steps. Working together, Enderton and Parris transported the woman and her belongings to Our Place and collaborated with the Intake Specialist to ensure she could be seen before the midday break. Their teamwork helped the individual quickly reconnect with essential services.

### Social Services Geiger

Social Services Geiger was approached by a woman she had been assisting with resource information since before joining the outreach team. The woman shared that the resources Geiger previously provided helped her avoid losing her apartment. During their conversation, she also expressed interest in continuing to work with Geiger to access additional resources, including assistance obtaining the documents needed for employment applications.

## STREET REPORT | SECURITY SUCCESS STORIES

### Security Guard Brink

Security Guard Brink responded to a hotline report of a man needing medical assistance near 2nd and Virginia Streets. He located the individual with multiple stab wounds, contacted emergency services, and remained with him until paramedics arrived.

### Security Guard Larsen

During a severe snowstorm, Security Guard Larsen assisted a couple visiting from Sacramento who were unable to return home due to road closures. He helped them secure hotel accommodations so they could remain safely in Downtown Reno until travel conditions improved.



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STREET REPORT | QUALITY OF LIFE

# 1,116

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

Quality of Life Incidents  
by Percentage

ENCAMPMENTS  
CLEARED

## 4%

WELLNESS CHECK

## 94%

PANHADLING

## 2%

Safety & Quality of Life Incidents	December	January	February
Panhandling	18	26	7
Public Disturbance	21	25	24
Encampments Cleared	58	26	20
Sit/Lie/Camp	350	453	238
Wellness Check	468	538	419

## STREET REPORT

COMMUNITY  
ENGAGEMENT

Need directions? We'll be your guide!

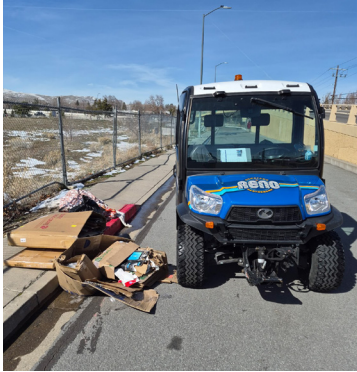
Downtown Reno Partnership provided directions to 26 district visitors during the month of February.

Task	December	January	February
Directions	26	26	24
Safe Walks	5	5	4



# STREET REPORT | BEFORE & AFTER

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

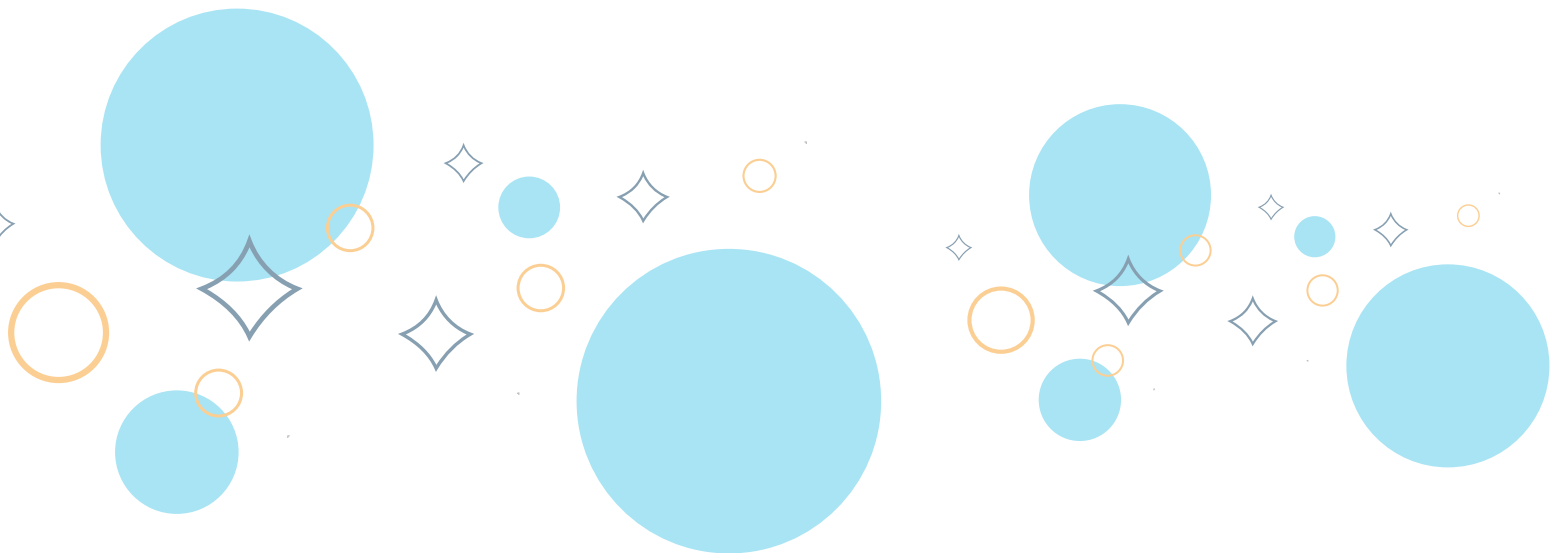
Restricts sitting or lying on sidewalks in Downtown.

### 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](mailto:Hotline@downtownreno.org)



Hours of Operation:  
**24/7**



## Be In The Know!

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

