



Ambassador Street Report

August 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 August 2026. The data and information is obtained from Ambassadors conducting patrols and entered into the SMART system.

LET’S TALK TRASH!



Trash removed in the month of August

77 Yards

19,150 Pounds



Previous Month: July

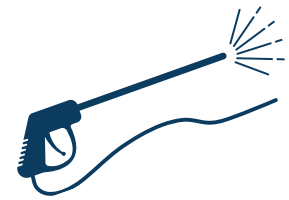
99 Yards

24,750 Pounds



Cleaning Tasks	June	July	August
Power Washes	281	232	192
Cubic Yards Of Trash Collected	76	99	77
Shopping Carts Recovered	34	40	38
Transports to Services/Shelters	49	93	39
Stakeholder Check-Ins	10,732	9,648	10,189





POWER WASHES

221



PAN AND BROOM

112



Graffiti Removal

266

Cleaning Request
Response Time

WITHIN:

30 MIN

Calls Made to
Downtown Reno
Partnership

504

Calls for
Cleaning/Special

115

Scheduled power
washes

112



Ambassadors House

Ambassador House met a distressed woman near a store on 4th Street. Stranded after losing her ID, she was trying to get home to Michigan. He connected her with a local group that helped replace her ID and secure travel funds, earning her heartfelt thanks.



Ambassador Adams

Ambassador Adams assisted a blind man who became separated from his friend after taking the bus downtown. He pushed the man's wheelchair toward his home, and after several blocks they located the friend, who gratefully thanked Ambassador Adams for helping them reunite.

Team Lead Peinovich

Team Lead Peinovich met a stranded father and his young son at Believe Plaza. Their car had been totaled on a trip from Texas to visit family in Sacramento, leaving them without funds. Moved to help, Peinovich contacted the Downtown Reno Partnership director and secured bus tickets so they could safely reach the man's brother.



AMBASSADOR OF THE MONTH AMBASSADOR NAJERA

Ambassador Najera's four years of service with the Downtown Reno Partnership have made him a trusted, steady presence throughout the BID. His extensive field experience has shaped a deep working knowledge that teammates rely on daily. Known for his willingness to assist, he is frequently sought out for guidance, support, and on-the-spot problem solving—an example of effective teamwork at its best.

Beyond his collaborative strengths, Ambassador Najera consistently earns praise for his solo efforts in the field. Stakeholders and visitors commend his easy-going demeanor and professional approach, noting his ability to engage respectfully with unhoused individuals while gaining compliance through dignity and rapport. His work reflects both compassion and skill, qualities that elevate the Ambassador program's impact.

Ambassador Najera is a true asset to Downtown Reno, embodying the professionalism, care, and community-focused spirit that define the BID.

Outreach Ambassador Fullen

In August, Outreach Ambassador Fullen responded to a woman in crisis after a violent incident left her feeling hopeless. Ambassador Fullen listened with compassion, reassured her of her strength, and stayed by her side until she reached safety at Reno Behavioral Health. Days later, the woman called to express deep gratitude, sharing that she is entering inpatient treatment in Carson City and focusing on healing. Ambassador Fullen's steady support helped her move toward safety and recovery.

Outreach Ambassador Fullen

Throughout August, Outreach Ambassador Fullen regularly checked in on an unhoused man she often saw in the same spot downtown. After noticing he had suffered a serious head injury, he opened up about his drinking struggles, self-doubt, and passive thoughts of death. Ambassador Fullen made time each day to support him and connect him with helpful community options. By month's end, he thanked her tearfully for her compassion, saying he felt seen, valued, and genuinely cared for.

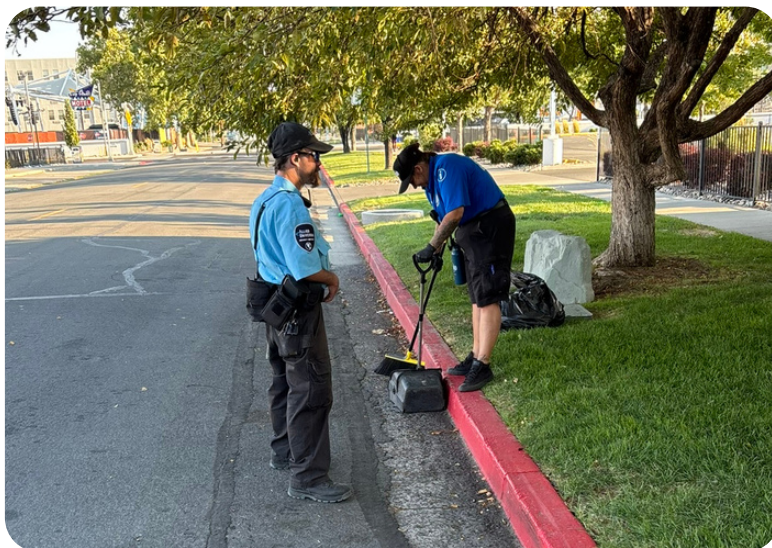


STREET REPORT

SECURITY SUCCESS STORY

Security Guard Pinkerton

Security Guard Pinkerton spent several weeks building rapport with a mentally distressed man he regularly encountered downtown. Through steady encouragement, he helped the man connect with NAMS to begin receiving the support he needed. When Security Guard Pinkerton saw him again later, the man was employed, working with a case manager, and optimistic about his future. He thanked Security Guard Pinkerton for believing in him when no one else did.



**583**

Total quality of life issues addressed for the month of **August**

Total quality of life incidents by percentage
addressed for the month of August

ENCAMPMENTS CLEARED

6%

WELLNESS CHECKS

37%

PANHANDLING

3%

PUBLIC DISTURBANCE

8%

SIT/LIE/CAMP

46%**SAFETY & QUALITY OF LIFE INCIDENTS**

Safety & Quality of Life Incidents	June	July	August
Panhandling	30	23	17
Public Disturbance	31	48	46
Encampments Cleared	20	21	37
Sit/Lie/Camp	162	341	270
Wellness Checks	141	172	213



Task	June	July	August
Directions	10	25	7
Safe Walks	20	17	25



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, 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

Individuals(s) that is/are 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 persona 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

