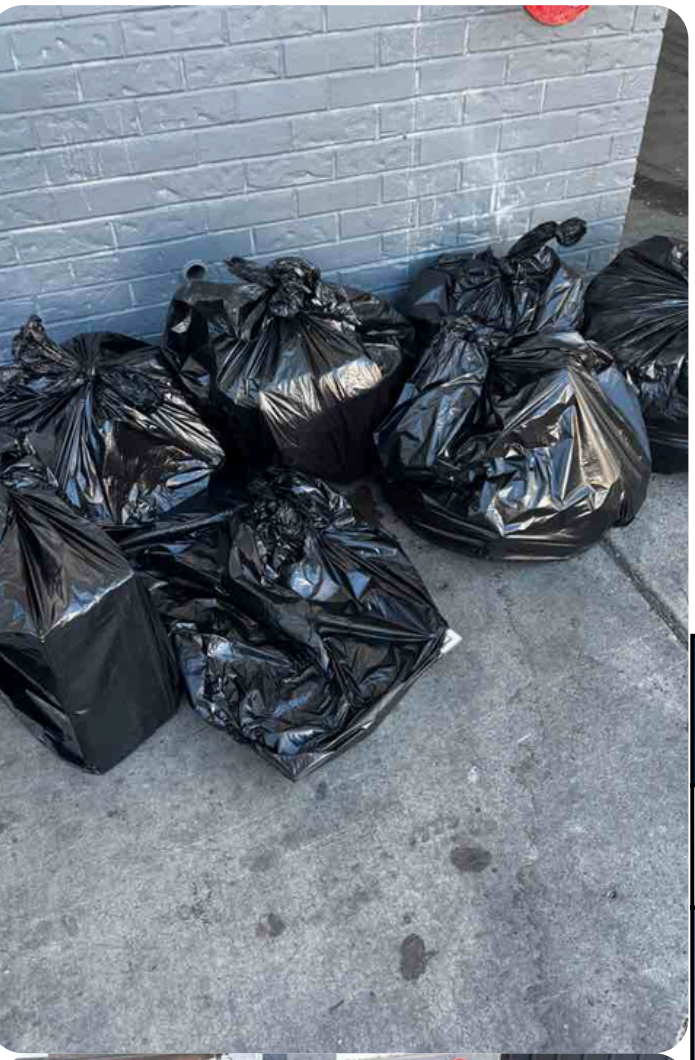


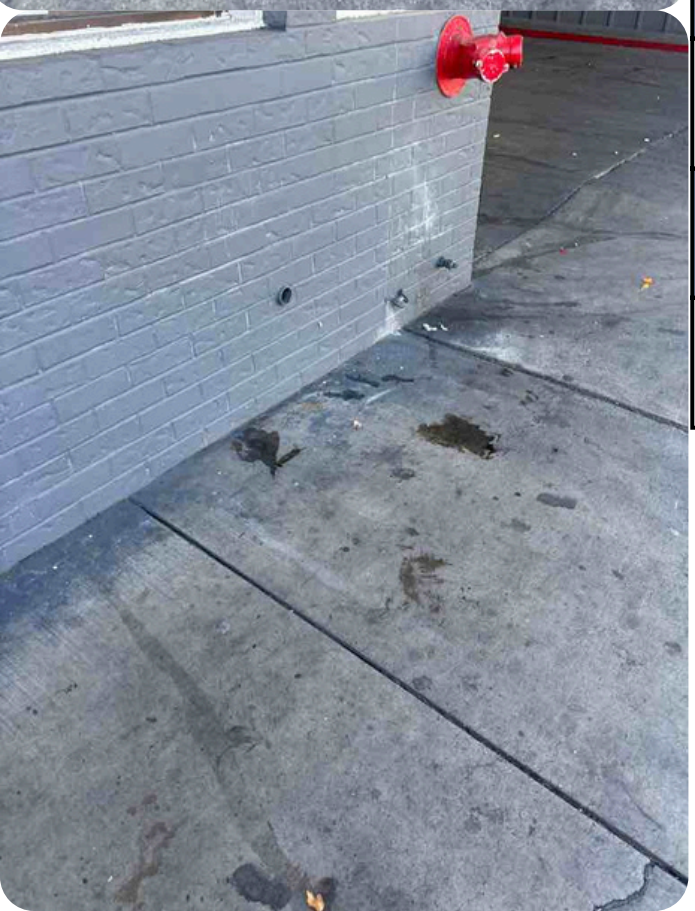
Ambassador Street Report

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

STREET REPORT





LET'S TALK TRASH!

Trash removed in the month of OCTOBER

Yards 60

Pounds 15,000

Previous Month: SEPTEMBER

55 Yards

13,850 Pounds

Cleaning Tasks	AUGUST	SEPTEMBER	OCTOBER
Power Washes	192	142	179
Cubic Yards Of Trash Collected	77	55	60.5
Shopping Carts Recovered	38	43	39
Transports to Services/Shelters	39	41	77
Stakeholder Check-Ins	10,189	9,955	14,724

STREET REPORT | CLEANING





POWER WASHES

179

PAN AND BROOM

112

STREET REPORT | REQUESTS FOR SERVICE





Graffiti Removal

154

Cleaning Request Response Time WITHIN:

30 MIN

Calls Made to Downtown Reno Partnership

372

Calls for Cleaning/Special

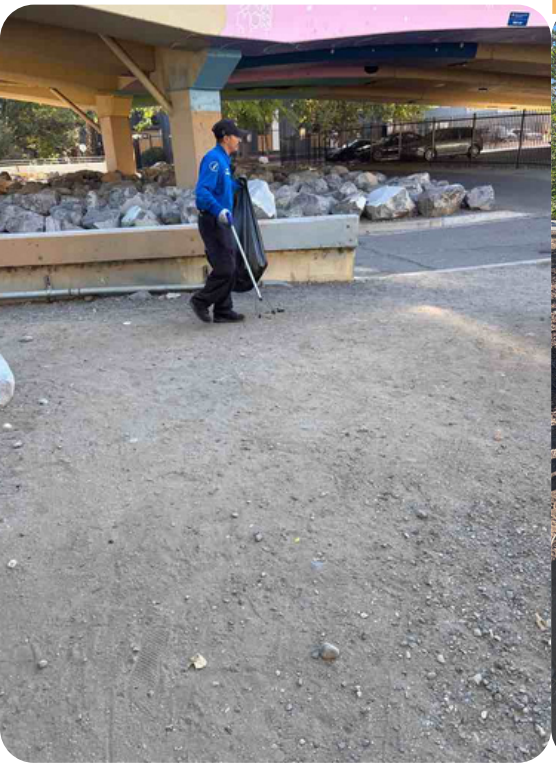
162

Scheduled power washes

112

STREET REPORT

SUCCESS STORIES



AMBASSADOR NAJERA

Ambassador Najera went above and beyond while assisting a family who had just arrived downtown and were unsure where to go. He greeted them warmly and patiently walked them through the options available nearby. He stayed with them until they felt confident and connected to the right support. His hospitality and patience turned a stressful moment into a welcoming one.



AMBASSADOR PACKER

Ambassador Packer assisted an unhoused individual who was waiting near the RTC 4th station. He offered a warm greeting, listened to their concerns of being new to reno and having troubles with knowing what bus route to use to go to work . He patiently explained the options available to them. He stayed with them until they felt comfortable and connected to the right support. His hospitality and patience turned a difficult moment into a hopeful one.



AMBASSADOR KELLER

Ambassador Keller assisted a young man who had just arrived downtown all the way from Alaska, the young man was near to the area and Keller used his hospitality skills to show the young gentleman all the fun activities and places he could go. Keller's fast act to assist and provide his own knowledge when assisting travelers is what makes the ambassador program what it is.



AMBASSADOR OF THE MONTH

AMBASSADOR AGUILAR

Ambassador Aguilar is a cleaning ambassador who consistently goes above and beyond for his team. He regularly stays late to cover for fellow coworkers, ensuring that cleaning requests are completed on time and downtown stays safe and welcoming. He is always responsive on radio calls, quickly answering and following through on every request. Aguilar also brings ideas to the team, sharing practical suggestions that improve how the crew works together. His great attitude, reliability, and dedication make him an invaluable part of the Ambassador program.

OUTREACH STORY

Outreach Ambassador Keller

Throughout October, Outreach Ambassador Keller assisted a woman from Sacramento who was in need of support. She appeared to be dealing with mental health challenges, and Ambassador Keller remained calm, patient, and respectful throughout their interaction. He listened carefully, helped her feel safe, and successfully arranged for her to be transported to Reno Behavioral Health. Ambassador Keller kindness and patience were what made this outcome possible, and they reflect the compassion he brings to every person he serves.

Outreach Ambassador Espinoza

Throughout October, Outreach Ambassador Espinoza helped a mother and her two sons get back home to New York. He patiently reached out to CARES and Our Place to ensure the family could travel together on a bus back to New York. His patience and determination to keep this family together is what made this outcome successful.





SECURITY SUCCESS STORY

Security Guard Officer

Throughout October, Security Guard Officer consistently went above and beyond in supporting an individual he regularly encountered downtown. By taking the time to listen, build trust, and offer steady encouragement, Security Guard Officer helped the individual feel seen and respected during a difficult period. He also helped connect the individual with appropriate community resources and support services. Security Guard Officer's patience, professionalism, and compassionate approach made a meaningful difference. Through his continued follow-up and genuine care, he helped the individual take positive steps toward greater stability and hope for the future. This success story reflects his commitment to serving the downtown community with dignity, respect, and compassion.

STREET REPORT

QUALITY OF LIFE

848

Total quality of life issues addressed for the month of OCTOBER

ENCAMPMENT CLEARED
4%

WELLNESS CHECKS
19%

PANHANDLING
2%

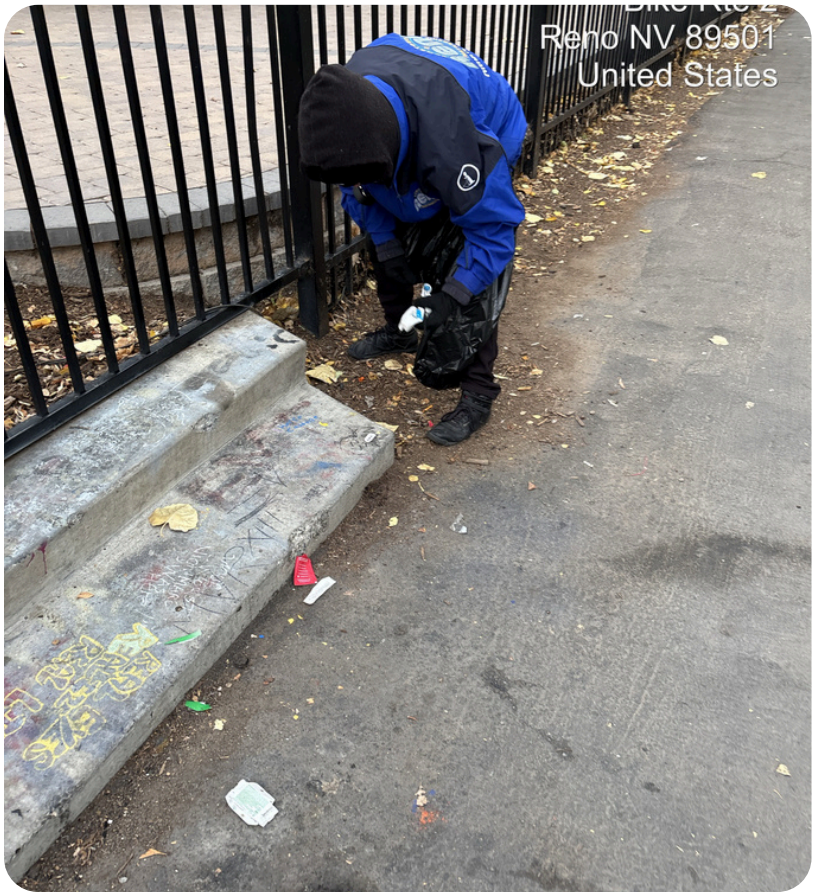
PUBLIC DISTURBANCE
1%

SIT/LIE/CAMP
74 %

SAFETY & QUALITY OF LIFE INCIDENTS

Safety & Quality of Life Incidents	AUGUST	SEPTEMBER	OCTOBER
Panhandling	17	8	14
Public Disturbance	46	24	5
Encampments Cleared	37	46	33
Sit/Lie/Camp	270	329	634
Wellness Checks	213	245	162





Task	AUGUST	SEPEMBER	OCTOBER
Directions	7	4	2
Safe Walks	25	23	35



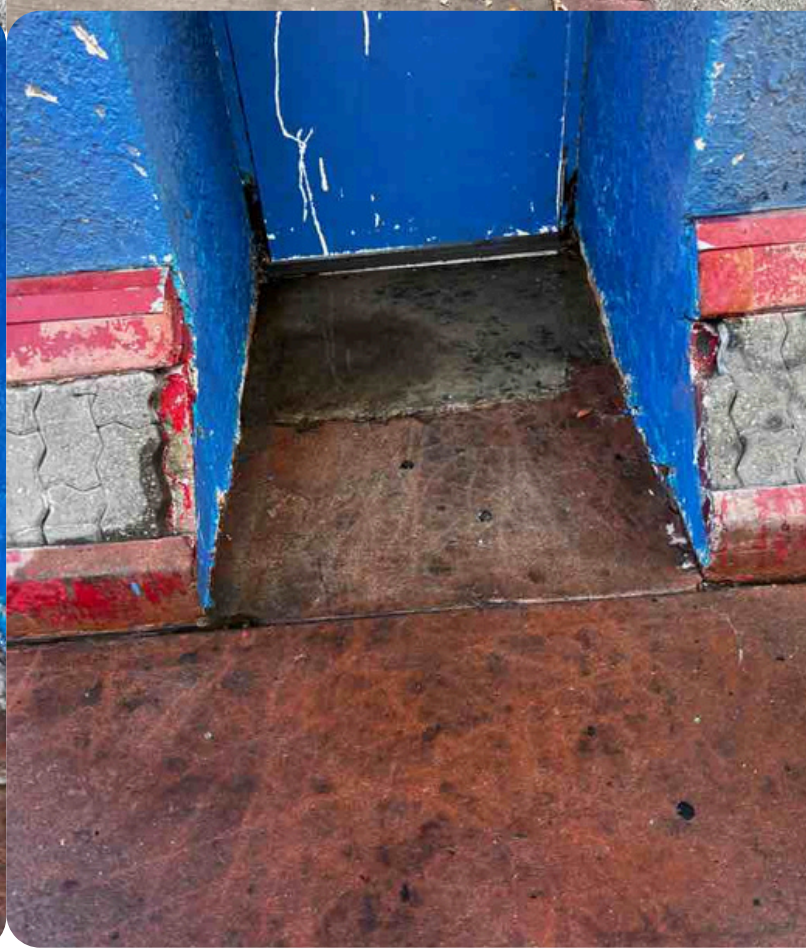


BEFORE & AFTER









DEFINITIONS

For the terms used in the statistics

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 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 Call or Text
Email: hotline@downtownreno.org

Hours of Operation:
24/7

Be In The Know!
Sign up for our e-newsletter at
DowntownReno.org



