

Washoe County Senior Services Master Plan 2025-2029

Approved 7/23/2025

Executive Summary

This plan was developed to replace a plan created in 2014. Our purpose is to have a road map to guide the Washoe Senior Advisory Board (WCSAB) and staff as we provide the highest quality senior services possible. The board spent nearly three years learning about the senior service available through organizations in the Reno, Sparks and Washoe County. By having these groups appear at board meetings to share their expertise and talk with board and staff about ways to support and/or collaborate, we were able to prepare a thoughtful plan based on informed decisions. Each objective was drafted by small groups of WCSAB members, presented to the board to be adapted and adopted. The staff has provided their input and guidance during this process. Going forward WSCAB has committed to working closely with staff to execute the plan.

Objectives, Strategies and Actions

**Objective One:** Expand volunteer participation in senior services and programs by 10% annually through expanding recruitment efforts and diversifying opportunities.

**Strategy A:** Enrich the lives of seniors through volunteerism and improve the programs and services that help seniors.

| Action                                                                                                                                    | Stakeholder                                | Metric                                                                                  | Leader              | Resources | Status                |
|-------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------|-----------------------------------------------------------------------------------------|---------------------|-----------|-----------------------|
| Create a volunteer advisory work group to support these efforts                                                                           | WCSS staff and volunteer workgroup members | Staff identified and VAWG established by 12/25                                          | WCSAB               |           | In progress & ongoing |
| Update existing volunteer job descriptions and determine new roles within Washoe County Senior Services                                   | Current and future volunteers              | Job descriptions updated by 6/26                                                        | WCSS staff and VAWG |           | In progress & ongoing |
| Refresh the current volunteer web page on the Senior Center’s site publicizing volunteer opportunities through various forms of outreach. | Potential volunteers                       | Updated page and # of outreach efforts included in quarterly report by 6/26 and ongoing | WCSS staff and VAWG |           | In progress & ongoing |

**Continued**

**Objective One:** Expand volunteer participation in senior services and programs by 10% annually through expanding recruitment efforts and diversifying opportunities.

**Strategy A:** Enrich the lives of seniors through volunteerism and improve the programs and services that help seniors.

| <b>Action</b>                                                                                                          | <b>Stakeholder</b>          | <b>Metric</b>                           | <b>Leader</b>       | <b>Resources</b>                                                         | <b>Status</b>         |
|------------------------------------------------------------------------------------------------------------------------|-----------------------------|-----------------------------------------|---------------------|--------------------------------------------------------------------------|-----------------------|
| Continue to organize quarterly volunteer fairs                                                                         | Seniors                     | Increase attendance by 10% each year    | WCSS staff          | Sanford Center, Seniors in Service, other senior volunteer opportunities | In progress & ongoing |
| Prepare & present quarterly reports on the # of volunteers recruited, hours donated, and types of activities provided. | WCSAB and County Commission | Report by 1/26 and ongoing              | WCSS staff and VAWG |                                                                          | In progress & ongoing |
| Conduct regular volunteer trainings sessions.                                                                          | New volunteers<br>WCSAB     | Sessions conducted at regular intervals | WCSS staff and VAWG |                                                                          | In progress & ongoing |

**Objective Two:** Expand seniors’ access to food and nutrition services 10% annually.

**Strategy A:** Collaborate with community providers to reduce food insecurity among seniors.

| Action                                                                                                                | Stakeholder                                                                                    | Leader                                                   | Metric                                          | Resources                                                                  | Status                 |
|-----------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|----------------------------------------------------------|-------------------------------------------------|----------------------------------------------------------------------------|------------------------|
| Convene an annual round table on senior food insecurity and report results to County Commission                       | WC Senior Services, Food Bank, Catholic Charities, Reno Food Systems, Center for Healthy Aging | WCSAB, WCSS staff                                        | Meetings held<br>Report generated               | Current county and state resources, grants, donations                      |                        |
| Explore offering other types of food services. ex.: nutrition & cooking classes, community gardens, grocery delivery, | Seniors                                                                                        | WCSS staff                                               | Offer at least one new food service by 12/31/25 | Food Bank, Catholic Charities, Reno Food Systems, Sanford Center for Aging |                        |
| Continue evaluation plan for demand, quality & effectiveness of food services programs 2X annually.                   | WCSS staff, WCSAB                                                                              | Team, WCSS staff, FBNN, and other food services partners | At least twice yearly                           |                                                                            |                        |
| Provide info about transportation to groceries, gardens, food distribution sites                                      | WCSS staff<br>WCSAB                                                                            | WCSS staff                                               |                                                 | RTC, N4, Sanford Center, Access to Healthcare, Medical Providers           |                        |
| Partner with nonprofits with vehicle fleets to supply fresh food to seniors by 12/31/25                               | Community Partners                                                                             | WCSS                                                     |                                                 | Churches, WCSD Assess to Healthcare, N4, RTC other Transportation partners |                        |
| At least 4 breakfasts annually at meal sites.                                                                         | Seniors                                                                                        | WCSS HR staff, site staff                                | 5% increase in meals served quarterly.          |                                                                            | In progress & ongoing. |

**Objective Three:** Increase social interaction among seniors by 20% annually.

**Strategy A:** Engage community partners in offering an array of active living, social engagement and community activities.

| Action                                                                                                                   | Stakeholder                                              | Leader                 | Metric                                                   | Resources                                                                                                                                                                       | Status                                                                                                                                        |
|--------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|------------------------|----------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| Convene annual round table or create a working group on social Isolation and engagement to discuss needs and strategies. | Seniors                                                  | WCSAB                  | Meetings held<br>Report generated by 12/31/25            |                                                                                                                                                                                 |                                                                                                                                               |
| Maintain activities planner to continue expanding social activities at meal sites by 12/31/25 and ongoing.               | Seniors                                                  | WCSS staff, site staff | Add at least 5 activities quarterly across needed sites. | Volunteers, Community partners                                                                                                                                                  |                                                                                                                                               |
| Identify current gaps in adult day care programs.                                                                        | Seniors                                                  | WSCAB RT               | List created by 7/1/26                                   |                                                                                                                                                                                 |                                                                                                                                               |
| Research best practices in socialization programs, including adult day care and special needs services.                  | Seniors                                                  | WCSAB RT               | List created by 7/1/26                                   | <a href="https://i4a.nadsa.org">https://i4a.nadsa.org</a><br><a href="https://www.aapd.com">https://www.aapd.com</a><br><a href="https://www.aarp.org">https://www.aarp.org</a> |                                                                                                                                               |
| Advocate with policy makers for increases to reimbursement levels for medical adult daycare.                             | Policy makers at local, county state and federal levels. | WCSAB                  | 10% increase in funding by FY27-28.                      |                                                                                                                                                                                 |                                                                                                                                               |
| Coordinate training on recognizing symptoms of isolation in order to refer senior to resources.                          | Volunteers, staff                                        | TBD                    | Quarterly trainings held                                 | ADSD, N4, Sanford Center on Aging, RTC                                                                                                                                          |                                                                                                                                               |
| Pilot a Neighbor-to-Neighbor Program in senior communities by 12/31/26                                                   | Seniors                                                  | WCSAB & WCSS staff     | Pilot program in place                                   |                                                                                                                                                                                 | Sun Valley currently doing house-house information sharing. Board volunteer to talk with SV group about expanding their program as the pilot. |
| Reinstate and expand Friendly Visitor Call program by 12/31/25                                                           | Seniors                                                  | WCSAB & WCSS staff     | Program in place                                         | Law enforcement                                                                                                                                                                 |                                                                                                                                               |

Continued

**Objective Three:** Increase social interaction among seniors by 20% annually.

**Strategy A:** Engage community partners in offering an array of active living, social engagement and community activities.

| Action                                     | Stakeholder | Leader     | Metric                                             | Resources       | Status |
|--------------------------------------------|-------------|------------|----------------------------------------------------|-----------------|--------|
| Coordinate with EMS wellness check program | Seniors     | WCSS staff | Method of coordination established by 1st Qtr. '26 | Law enforcement |        |

**Objective Four:** Advocate for increasing affordable and accessible housing units for seniors by 300 units annually.

**Strategy A:** Develop a multi-pronged approach for the development of affordable and accessible housing for seniors.

| Action                                                                                                                                      | Stakeholder                                            | Leader                                        | Metric                                | Resources                                                                             | Status |
|---------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------|-----------------------------------------------|---------------------------------------|---------------------------------------------------------------------------------------|--------|
| Convene annual senior housing round table to discuss housing issues impacting seniors                                                       | Seniors, stakeholders                                  | WCSAB                                         | Meetings held<br>Report generated     | Housing coalition,<br>Community Foundation of Northern Nevada, Sierra Nevada Realtors |        |
| Advocate for rent stabilization for seniors.                                                                                                | Elected and appointed city, county and state officials | WCSAB                                         | Legislation passed by FY26-27         | Reno and Spark housing authorities, senior boards, local AARP, Sierra Nevada Realtors |        |
| Track affordable housing availability.                                                                                                      | Seniors                                                | WCH&HS                                        | Increase availability 5-10% annually  | Washoe County Housing & Homeless Services Division, Sierra Nevada Realtors,           |        |
| Support zoning to allow shared housing models, ADU's in transportation accessible areas and other innovative affordable housing initiatives | Elected and appointed city and county officials.       | County housing and homeless services division | 300 housing units created by 12/31/28 | NV Housing Coalition, Continuum of Care, NGO's, Sierra Nevada Realtors                |        |
| Continue advocating for emergency rent supports                                                                                             | Elected and appointed city, county and state officials | WCSAB                                         |                                       |                                                                                       |        |

**Objective Five:** Develop/promote /partner on a variety of educational programs reaching a minimum of 100 seniors, healthcare providers and caregivers annually.

**Strategy A:** Leverage existing programs as platforms to expand the base of programming.

| Action                                                                                                                 | Stakeholder                                   | Leader                             | Metric                                            | Resources                                                                                         | Status |
|------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|------------------------------------|---------------------------------------------------|---------------------------------------------------------------------------------------------------|--------|
| Educate caregivers about respite care, paid time off, and a family caregiver tax credit proposed at the federal level. | Family caregivers                             | WCSS staff, WCSAB and experts TBD  | 5% increase in caregivers receiving benefits.     | Community Foundation of Northern Nevada, Sanford Center on Aging                                  |        |
| Expand educational opportunities for the end-of-life issues.                                                           | Family caregivers                             | WCSS staff, WCSAB and experts TBD  | At least one to four sessions annually            | Community Foundation of Northern Nevada, Sanford Center on Aging<br>Nevada Legal Aid              |        |
| Conduct workshops about supports to enable aging in place.                                                             | Family caregivers                             | WCSS staff, WCSAB and experts TBD  | At least one to four sessions annually            | Community Foundation of Northern Nevada, Sanford Center on Aging                                  |        |
| Hold support groups for individuals after a loss, grief education.                                                     | Individuals experiencing loss of a loved one. | WCSS staff, WCSAB and experts TTBD | Begin at least one group by 1/1/25                | Community Foundation of Northern Nevada, Sanford Center on Aging                                  |        |
| Conduct workshops on fraud, elder abuse and scams                                                                      | Seniors, caregivers                           | WCSS staff, WCSAB and experts TTBD | Hold at least one workshop by end of 1st Qtr. '26 | Northern Nevada, Sanford Center on Aging, banks, lawyers, law enforcement, cyber security experts |        |

**Objective Six:** Increase senior access to transportation services by 10% annually.

**Strategy A:** Advocate for more accessible, affordable transportation services for elders and increase awareness of same.

| Action                                                                                                | Stakeholder                                          | Leader                                | Metric                            | Resources                                                                       | Status |
|-------------------------------------------------------------------------------------------------------|------------------------------------------------------|---------------------------------------|-----------------------------------|---------------------------------------------------------------------------------|--------|
| Convene annual round table on transportation for seniors to discuss transportation needs for Seniors. | WCSB, staff, Law Project, NN Legal Services, seniors | WCSAB, Law Project, NN Legal Services | Meetings held<br>Report generated | RTC, N4, AARP, Age Friendly Reno, Aging & Disability Services, Senior Coalition |        |
| Support expansion of free/subsidized transportation services for seniors.                             | Seniors                                              | WCSAB                                 | Services meet needs by FY28-29.   | RTC, Sanford Center on Aging, SOS, SIS, Access to Healthcare                    |        |
| Invite transportation providers to do monthly signup events at senior centers                         | Seniors                                              | WCSS, RTC                             | Enroll at least 5 seniors monthly | RTC, Volunteers                                                                 |        |

**Final Objective Seven:** Expand resources addressing the legal rights and safety of seniors by 10% by YE 2028.

**Strategy A:** Collaborate with advocates who support expanding legal services for seniors.

| Action                                                                                                                                          | Stakeholder                                                                                   | Leader                                             | Metric                            | Resources                                                                          | Status |
|-------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------|-----------------------------------|------------------------------------------------------------------------------------|--------|
| Convene a legal services round table with seniors and other stakeholders to discuss legal services for seniors and report to County Commission. | WCSAB, WCSS Staff, Law Project/Northern Nevada Legal Services, seniors and other stakeholders | WCSAB & Law Project/Northern Nevada Legal Services | Meetings held<br>Report generated | Aging and Disability Services Division (ADSD); Senior Law Center, Senior Coalition |        |
| Support expanded funding for non-profit senior law center.                                                                                      | Seniors, WSCAB and WCSS Staff                                                                 | NNLS                                               | Funding increased by 10%          | WCSAB; WCSS Staff, Washoe Co. Bar Association                                      |        |

**Objective Eight:** Increase participation on county senior services and programs by 10% annually through focused outreach using all communication channels.

**Strategy A:** Use all appropriate internal and external communication channels, including but not limited to websites PSAs on radio/TV, press releases, flyers and social media to convey services and programs to key stakeholders.

| Action                                                                                              | Stakeholder                                                                       | Leader              | Metric                                       | Resources                                  | Status |
|-----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|---------------------|----------------------------------------------|--------------------------------------------|--------|
| Promote all educational efforts addressing senior issues.                                           | Primary care providers<br>Social workers<br>Gerontologists<br>Health Plan Leaders | WCSS staff<br>WCSAB | 10% increase in referrals from stakeholders. | WCSAB, WCSS staff, media, volunteer groups |        |
| Promote the availability of social activities that reduce isolation.                                | Seniors, Caregivers                                                               | WCSAB, WCSS staff   |                                              | WCSAB, WCSS staff, media, volunteer groups |        |
| Refresh the senior services web site at least quarterly, or as needed.                              | Seniors                                                                           | WCSS staff, WSCAB   | Recruit 5 volunteers                         | WCSAB, WCSS staff, media, volunteer groups |        |
| Provide information on available transportation, housing, food and other programs at all meal sites | Seniors                                                                           | WCSS staff,         | Updated materials available                  | WCSAB, WCSS staff, media, volunteer groups |        |
| Report quarterly on the master plan                                                                 | WCSS staff<br>Seniors                                                             | WCSAB               | Reports provided                             | WCSAB, WCSS staff, media, volunteer groups |        |
| Produce and distribute an annual report                                                             | Seniors, caregivers, media, county commissioners                                  | WCSS staff<br>WCSAB | Report public by end of 2nd Qtr. '26         | WCSAB, WCSS staff, media, volunteer groups |        |

**Parking Lot**

|                                                                                                   |                               |                         |                                                                                           |                                 |  |
|---------------------------------------------------------------------------------------------------|-------------------------------|-------------------------|-------------------------------------------------------------------------------------------|---------------------------------|--|
| Participate/support multidisciplinary efforts to address abuse, fraud and exploitation of Seniors | WCSAB, WCSS Staff and seniors | Multidisciplinary teams | Increase number of seniors who report elder abuse, neglect, fraud and exploitation by 10% | Current and new grant resources |  |
|---------------------------------------------------------------------------------------------------|-------------------------------|-------------------------|-------------------------------------------------------------------------------------------|---------------------------------|--|

**Notes from 4/1/25**

Food quality an issue with some directors. Want action item addressing. Mark Clark, Benicia Price, Mac Rossi volunteers

Housing authority has a web site: Affordable Housing <https://nvhousingsearch.org>

Suggested add'l tactic under 5: Legal aid seminar re: POA. Topic already noted in a tactic.