

Master Plan – Area #2: Food Insecurity
Team Leaders: Board Member Adolfo Correa, Associate Member Donna Clontz

Our Vision: *Every Washoe County senior will have adequate food and nutritious meals to maintain their health.*

Our Mission: *Expand access to food and nutrition services among Washoe County seniors.*

Objectives/Goals	Actions	Metrics	Date	Lead Person/Agency	Partners	Resources	Outreach, media	Progress notes
#1: Create plan to expand food services offered to seniors in Washoe County by 10% annually starting FY 24-25	<ul style="list-style-type: none"> •Meet with Senior Services & community providers to develop/update plan to expand funding for food services by 12/31/24 	Meeting with Senior Services and partner agencies to draft plan by 12/31/24	12/31/24	WCSSAB, WCSS staff	WC Senior Services, Food Bank, Catholic Charities, Reno Food Systems, Center for Healthy Aging	Current resources; donations? Grant?	Website, PSAs on radio/TV, press release, flyers, and social media. PIO Chris Ciarlo	
	<ul style="list-style-type: none"> •Explore offering other types of food services; ex.: nutrition & cooking classes, community gardens, grocery delivery 	Offer at least one new food service by 12/31/24	12/31/24	WCSS staff				
	<ul style="list-style-type: none"> •WCSSAB recommend plan adoption & receive monthly updates of seniors receiving county food services by 3/31/25 	Plan adopted by 3/31/25; monthly updates to WCSSAB starting 3/31/25	3/31/25, monthly updates starting 3/31/25	WCSSAB, WCSS staff				

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#2 Monitor prevalence of food insecurity for NV and Washoe County by available demographic characteristics annually starting FY24-25	Team, Sr Services staff, FBNN, and other food services partners create evaluation plan for demand & effectiveness of food services programs by 6/30/25	Meeting by 3/31/25 Plan drafted by 6/30/25 Report to WCSSAB by 6/30/25	3/31/25 6/30/25 6/30/25	Team, WCSS,	WC Senior Services, Food Bank, Catholic Charities, Reno Food Systems, Center for Healthy Aging	Current resources; donations? Grant?	Website, PSAs on radio/TV, press release, flyers, and social media. PIO Chris Ciarlo	
#3 Increase social activity at meal sites to attract more seniors and increase socialization by 10% annually starting FY24-25	<ul style="list-style-type: none"> Identify meal sites with social activities and list of activities at each site by 9/30/24 WCSS add social activity at meal sites; add to social/rec planner at sites & increase senior attendance by 10% annually WCSS do 10% more outreach media on food resources/meal s/activities every FY 	<p>Report sites & activities to WCSSAB by 9/30/24 & quarterly thereafter</p> <p>Increase activities and #seniors at meals sites by 10% a year starting in FY24-25; report stats quarterly to WCSSAB</p> <p># media hits per FY; Report # seniors at quarterly #</p>	<p>9/30/24, then quarterly</p> <p>Report to WCSSAB 9/30/24, then quarterly</p> <p>Report to WCSSAB by 6/30/25 & each FY</p>	<p>WCSS</p> <p>WCSS</p> <p>WCSS staff, Chris Ciarlo</p>	<p>WCSS meals contractor, Food Bank, other community donors</p> <p>NNPublic Health, Reno Recreation, Sparks Recreation, private providers of social/rec activities,</p>	<p>Current resources; donations? Grant?</p> <p>Current resources</p> <p>Current resources; donations? Grant?</p>	<p>Website, PSAs on radio/TV, press release, flyers, and social media. PIO Chris Ciarlo</p> <p>PIO Chris Ciarlo</p>	

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#4 Increase food services (meals, nutrition classes, access to fresh foods, etc.) to 10% more seniors annually	<ul style="list-style-type: none"> • WCSS offer quarterly breakfast at meal sites starting 5/1/24 	Report # seniors at quarterly breakfasts	Start 9/30/24	WCSS staff	WCSSAB, community volunteers	Current resources		
	<ul style="list-style-type: none"> • WCSS recruit & train more food service & activities volunteers by 10% annually 	Increase # volunteers at meals & activity sites by 10% annually starting FY24-25	Quarterly reports to WCSSAB starting 9/30/24	WCSS staff	Current food service contractor, WCSSAB	Current resources, grant		
	<ul style="list-style-type: none"> • WCSS hire Volunteer Coordinator by FY24-25 	Volunteer Coordinator hired by 6/30/25	6/30/25	WCSS staff				
	<ul style="list-style-type: none"> • WCSS increase partnerships with client-centered food providers in Washoe Co. 	Add 5 new community food partners by 6/30/25	6/30/25	WCSSAB, WCSS staff,	Current food services providers	Current resources		
	<ul style="list-style-type: none"> • WCSS provide info/vouchers for transportation to groceries, gardens, food distribution sites. 	Report # vouchers provided to seniors annually starting FY24-25	6/30/25, end of each FY	WCSS staff	RTC, N4, Sanford Center, Access to Healthcare, medical providers	Current resources		

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	<ul style="list-style-type: none"> Partner with nonprofits with vehicle fleets to supply fresh food to seniors By 6/30/25 <p>Encourage other agencies to apply for USDA, ADSD, other food grants; partner w WCSS</p>	<p>Report # fleet partners providing food; report to WCSSAB by 6/30/25</p> <p># other agencies applying & partnering; list quarterly</p>	<p>Identify & partner by 6/30/25</p> <p>Start by 9/30/24; report to WCSSAB quarterly</p>	<p>WCSS staff</p> <p>HSA/WCSS</p>	<p>Churches, WCSD Access to HC N4, RTC, other transportation partners</p> <p>Food Bank, Reno Food Systems, N4, Catholic Charities, etc</p>	<p>Current resources</p>		

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