Washoe County Senior Services Master Plan

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

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Action	Stakeholder	Metric	Leader	Resources	Status
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 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 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 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 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	https://i4a.nadsa.org https://www.aapd.com https://www.aarp.org	
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 Report generated	Housing coalition, 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 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 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 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 Social workers Gerontologists Health Plan Leaders	WCSS staff 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 Seniors	WCSAB	Reports provided	WCSAB, WCSS staff, media, volunteer groups	
Produce and distribute an annual report	Seniors, caregivers, media, county commissioners	WCSS staff 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.