



# City Manager's Office

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## MEMORANDUM

**DATE:** April 5, 2024

**TO:** Mayor and City Council

**THROUGH:** Doug Thornley, City Manager **Approved Electronically**

**FROM:** Izabella Baumann, Senior Engagement Coordinator  
Noemi Gomez Martinez, Community Relationships Manager

**SUBJECT:** Reno Seniors EngAGED Program Quarterly Update

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In April 2023, the Council approved a million-dollar ARPA allocation for Senior enrichment. The following is a summary of senior centered programming from January to March 2024.

### Reno Seniors EngAGED

Date	Event	Participants
January 17, 2024	English Senior Tech Connect Class	28
January 18, 2024	English Senior Tech Connect Class	22
January 23, 2024	Senior Resource Fair	270
February 15, 2024	Spanish Senior Tech Connect Class	7
February 16, 2024	Spanish Senior Tech Connect Class	6
February 22, 2024	Guest Speaker Event – Fraud Awareness	130
March 7, 2024	English Senior Tech Connect Class	16
March 8, 2024	English Senior Tech Connect Class	15
March 20, 2024	Senior Tech Connect Class	13

First Quarter Total:	508
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**Event Descriptions:**

**Senior Technology Classes:** A significant demand among seniors in our community for Senior Tech Connect Classes, with an ongoing waitlist of approximately 80 seniors. Due to this high demand, new classes are continuously being created to address the pressing need. Spanish tech classes have been added to expand outreach and staff is exploring adding additional language classes based on community needs.

**Resource Fair:** In January, a senior resource fair was held at the Neil Road Recreation Center Gymnasium featuring 40 vendors representing a diverse range of senior service agencies, including the Reno Fire Department, REMSA, Northern Nevada HOPES, Food Bank of Northern Nevada, and many others. Community Health Alliance medical staff provided Covid and flu vaccines for seniors. These successful events are made possible through strong community partnerships and collaborations.

**Guest Speaker Event:** This guest speaker event, in partnership with the Reno Police Department and the Better Business Bureau as featured guest speakers, focused on fraud prevention, scams, and identity theft. Valuable insights were shared to help attendees protect themselves from fraudulent activities, with a particular emphasis on schemes targeting older adults. The event garnered significant interest from the senior community, paving the way for future guest speaker events.

**Cooking Matters:** In collaboration with Reno Food Systems and the University of Nevada, Reno Extension, Cooking Matters cooking and nutrition classes have been introduced for seniors, engaging a total of 30 participants, reaching max capacity. These free classes focus on imparting valuable skills to seniors, promoting healthier eating habits, and enhancing overall well-being through nutritious cooking techniques.

**Senior Transportation**

Council allocated \$200,000 for N4 transportation. N4 has facilitated transportation for seniors in our community through it's Lyft voucher program with a total of 200 rides to various locations such as doctor's appointments, grocery stores, community events, and more. Collaboration is ongoing to establish robust connections and resources, ensuring that seniors have access to essential services and support.

**Older Americans Month**

May is Older Americans Month. A full calendar of events for Older Americans Month hosted by the City of Reno has been confirmed, calendar attached. The Senior Citizen Advisory Committee will be hosting a variety of free events and activities throughout the month of May. Events include, ice cream socials, annual senior art show, a Sock Hop in collaboration with Washoe County, and much more.

## **Senior Communications**

The Communications and Senior Coordinator have been collaboratively engaged in media outreach efforts targeting our senior community in both English and Spanish. Current contracts encompass partnerships with the Reno Gazette Journal, ReKnow Minute, Daily Mix, and several radio stations. Additionally, each month, approximately 2,500 community members receive the senior e-newsletter with updates and event opportunities.

ReKnow Minute: [https://youtu.be/cKR-Kez\\_E8A](https://youtu.be/cKR-Kez_E8A)

## **Future Programming**

Continuing initiatives, including field trips, workshops, and additional activities with Reno Food Systems are ongoing efforts geared towards providing essential resources, education, and access to fresh, nutritious food, thereby improving the well-being of seniors in our community.

Recently, the distribution of farmers market coupons transitioned to senior engagement for citywide outreach and raise awareness about the program. These senior coupons provide a fixed amount of funds to be utilized at all local farmers markets. This initiative aims to promote access to a diverse range of fresh fruits and vegetables to foster the health and well-being of older adults in the community.

Please contact Izabella Baumann, Senior Engagement Coordinator, at [baumanni@reno.gov](mailto:baumanni@reno.gov) or 775-351-4771 with questions.

Attachments:

- OAM 2024 Calendar
- Reno EngAGED Photos



Senior Tech Connect Class



Senior Resource Fair



Guest Speaker – Fraud Awareness

# Older Americans Month - May 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	<b>Senior Art Show</b> April 22-June 7 McKinley Arts and Culture Center		<b>1</b> <b>Annual Info Fair</b> 10 a.m. - 1 p.m. Senior Center - 9th St.	<b>2</b> <b>Line Dance Class</b> 3 - 4 p.m. EMNECC <b>Art Show Reception</b> 5 - 7 p.m. McKinley Arts and Culture Center	<b>3</b>	<b>4</b>
<b>5</b>	<b>6</b> <b>Tai Chi</b> 8 - 9 a.m. EMNECC <b>Chair Yoga</b> 10 - 11 a.m. EMNECC	<b>7</b> <b>Ice Cream Social</b> 11 a.m. - 1 p.m. Teglia's Paradise Park	<b>8</b> <b>Introduction to Pickleball</b> 9 - 11:30 a.m. Plumas Gym	<b>9</b> <b>Line Dance Class</b> 3 - 4 p.m. EMNECC	<b>10</b> <b>Pool Party</b> 1 - 3 p.m. Northwest Pool	<b>11</b>
<b>Cinco de Mayo</b>						
<b>12</b>	<b>13</b> <b>Water Fitness</b> 10:30 - 11:45 a.m. EMNECC <b>Poetry Workshop</b> 1 - 2 p.m. Senior Center - 9th St.	<b>14</b> <b>Ice Cream Social</b> 11 a.m. - 1 p.m. Dorothy McAlinden Park <b>Senior Citizen Advisory Committee Meeting</b> 2 p.m. McKinley Arts and Culture Center	<b>15</b> <b>Art Appreciation Day</b> 10 a.m. - 12 p.m. 1400 Silverada Blvd.	<b>16</b> <b>Adaptive Cycling Day for Seniors</b> 8 a.m. - 12 p.m. 6800 Pembroke Dr. <b>Downsizing Seminar</b> 1 - 2 p.m. Sierra View Library <b>Line Dance Class</b> 3 - 4 p.m. EMNECC	<b>17</b>	<b>18</b>
<b>Mother's Day</b>						
<b>19</b>	<b>20</b>	<b>21</b> <b>Ice Cream Social</b> 11 a.m. - 1 p.m. Neil Road Recreation Center <b>Dementia Friendly Seminar</b> 1 - 2 p.m. Neil Road Recreation Center	<b>22</b>	<b>23</b> <b>Line Dance Class</b> 3 - 4 p.m. EMNECC	<b>24</b> <b>Stuff-A-Bus</b> 1 - 6 p.m. Target - Sparks	<b>25</b>
<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b> <b>Line Dance Class</b> 3 - 4 p.m. EMNECC	<b>31</b> <b>Sock Hop</b> 2 - 4 p.m. Senior Center - 9th St.	
	<b>Memorial Day</b>					

Questions? Contact [Seniors@Reno.Gov](mailto:Seniors@Reno.Gov) or call (775) 351-4771

