




C I T Y O F
RENO
 Memorandum

DATE: October 14, 2024

TO: Mayor and City Council

THROUGH: Jackie Bryant, Interim City Manager 

FROM: Izabella Baumann, Senior Engagement Coordinator

DEPT: Equity & Community Relations, City Manager’s Office

SUBJECT: Reno Seniors EngAGED Program Quarterly Updates

In April 2023, the Council approved a senior enrichment ARPA allocation. The following is a summary of senior centered programming for quarter three from June to September 2024.

Reno Seniors EngAGED

Date	Event	Participants
June – September 2024	Line Dance Weekly Classes	366
June 12-14, 2024	Farmers Market Coupons Distribution	500
June 18, 2024	Guest Speaker Event	15
June 20, 2024	Senior Movie Day	318
August 1-2, 2024	Senior Tech Connect Classes	30
August 15-16, 2024	Senior Tech Connect Classes	30
August 20, 2024	National Senior Citizen Day- Resource Fair	180
September 5-6, 2024	Senior Tech Connect Classes	31
Third Quarter Total:		1,470

Event Descriptions

Line Dance Classes: Every Monday, free line dance classes are offered by Sara B Dancin’ at the Evelyn Mount Northeast Center. No experience is necessary, and each class welcomes participants of all skill levels. The classes have seen growing attendance each week, creating a fun atmosphere for everyone to enjoy. It’s a great way to stay active, meet new people, and learn something new!

Farmers Market Coupons: Through a partnership with the Nevada Department of Agriculture, the City of Reno received 500 farmers market coupon books to distribute to low-income seniors. Each coupon book provides \$50 to spend at various farmers markets throughout, enabling seniors to purchase and enjoy fresh, locally grown produce. Distribution sites included Evelyn Mount Northeast Center, Neil Road Recreation Center, and Paradise Park Activity Center. All books were successfully distributed.

Fraud Prevention Guest Speaker Event: A guest speaker event was hosted at the Reno Housing Authority, in collaboration with the Reno Police Department and the Better Business Bureau. The event educated seniors on fraud prevention, common scams, and other critical safety concerns. Attendees were given valuable tools and information to protect themselves, empowering them to better navigate potential threats.

Senior Movie Day: Seniors selected a movie of their choice to watch at no cost at the Riverside Century Theaters. The event provided a sense of independence and personalization for an activity that is not accessible financially for many seniors and helped bring seniors downtown. Seniors thoroughly enjoyed this activity, and the feedback was overwhelmingly positive.

Senior Tech Connect Classes: In June 2024, the City of Reno was awarded \$11,900 from AARP through the Community Challenge Grant Program for additional senior technology classes in English and Spanish to bridge the digital divide. The AARP Community Challenge is a grant program to make tangible improvements in communities that jump-start long-term change. To date, nearly 100 seniors have participated in our technology classes, where they learn essential skills for using their smartphones. With the added benefit of one-on-one assistance from UNR college students, participants receive personalized support tailored to their individual needs, ensuring they feel confident and empowered in navigating technology.

National Senior Citizen Day Resource Fair: On August 21, a Senior Resource Fair was held in celebration of National Senior Citizen Day. The event featured farm-fresh produce provided by Reno Food Systems supported by ARPA funds and live music performed by the City of Reno Parks and Recreation Ukulele Band. In addition, various senior service organizations from the community, including the Reno Fire Department, Neighbor Network of Northern Nevada (N4), Access to Healthcare, Care Chest hosted informational tables. The fair offered a lively and engaging atmosphere while connecting seniors to valuable resources and services.

Pictures

1. Reno Food Systems passing out farm, fresh produce to participants at a resource fair.



2. Local seniors participating in a Senior Tech Connect Class.



3. Participant receiving one-on-one support during a technology class.



4. Seniors participating in a line dance class and having fun!

