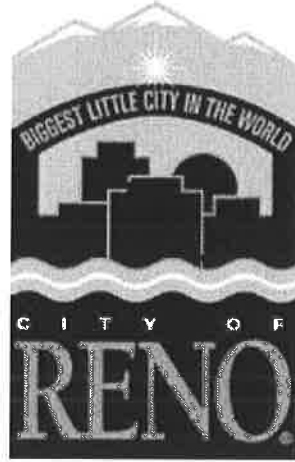


Stuff a Bus Donation 2016 Inventory

ITEM	QUANTITY AS OF 06/01/2016	PLEASE INDICATE QUANTITY TAKEN FROM STOCK (USE TALLIES)
Conditioner	12	
Deodorant (Men)	12	
Deoderant (Women)	12	
Dish Soap	10	
Dish Towel	2	
Facial Tissue	12	
Shirt (Men)	2	
PJs (Women)	3	
Robe	1	
Throw Blanket	2	
Diabetic Socks	20	
Bath Towel	4	
Fan 9"	9	
Fan 8"	1	
Fan 10"	1	
Laundry Detergent	25	
Lotion	6	
Paper Towels	6	
Pill Container (7 day)	4	
Q-tip Package	2	
Shampoo	12	
Shavers	12	
Shaving Cream	12	
Soap Bars	52	
Toilet Bowl Cleaner	6	
Toilet Paper (Rolls)	28	
Shirt (Women)	15	
Short (Men)	1	
SweatPants (Men)	1	
Tooth Brushes	72	
Tooth Paste (Regular Size)	60	
Tooth Paste (Travel Size)	144	
Trash Bags	7 Boxes	
Wash Cloths	12	
Laundry Bag	2	
Windex Cleaner	6	
All Purpose Cleaner	12	
Lysol	6	
Disinfecting Wipes	20	
Sponges	6 Pkg	
Comet Cleaner	1	
Fabric Softner (Bounce)	6	
Moist Wipes	2 Pkg	

Scrubber Brushes	4	
Sun Block	2	
Hand Soap	4	
Bath Treatment	1	
Pull Ups (S)	5	
Pull Ups (L)	5	
Pull Ups (XL)	8	
Diapers (S)	6	
Diapers (M)	1	
Diapers (L)	5	
Diapers (Men)	9	
Kleenex (Travel Size)	12	
Travel size -assorted	102	
RTC Reduced 10 Ride Pass	10	
Cash Donations	\$75	
Doughboy Gift cards	10@10.95	



**Senior Citizen
Advisory Committee**

**The Senior Citizen Advisory Committee
Strategic Plan for 2016 – 2018**

Approved June 2016

Prepared by

**THE CITY OF RENO
SENIOR CITIZEN ADVISORY COMMITTEE**

Legal Entity - The Senior Citizen Advisory Committee is described in Title 2, Chapter 2.08, Article X of the Reno Municipal Code and is composed of nine voting members and two ex-officio members who are appointed for two year terms or until their successors are appointed. Their purpose is to advise the city council on matters relating to senior citizens, to support senior-oriented special events and collaborative events that meet the needs of seniors, and to serve as an advocacy body on behalf of senior citizens in the community.

Mission - The Senior Citizen Advisory Committee (SCAC) will advise the Reno City Council and inform the community about the interests and needs of our senior citizens. The SCAC will promote and support enriching events, services, and programs to support senior citizens' interests and needs and the Committee will serve as an advocate on behalf of our community's senior citizens so that they can maintain a superior quality of life and independence.

Vision – The Senior Citizen Advisory Committee will work with our senior citizens and community entities to advocate for modern facilities, technologies, and programs with supporting staff and volunteers, while promoting a safe and independent living environment.

Values - The Senior Citizen Advisory Committee believes that advocacy and engagement by and for seniors will lead to changes that will enrich the lives of seniors now and in the future. We believe that access to more information and resources will empower our seniors to lead healthier, safer and more active, independent lives.

Senior Citizen Advisory Committee Members - As of July 2016, the committee members appointed by the Reno City Council are: CJ Bawden, Wendy Boszak, Donna Clontz, Vanessa Dixon, Stanley Ann Dowdy, Marsy Kupfersmith, Robert Mulvana, and Mac Rossi. Ex-officio members are Kevin Schiller for Washoe County and Tanja Ramociotti for City of Sparks. The Reno City Council liaison is Neoma Jardon and the Reno staff liaison is Andy Bass. The Senior Citizen Advisory Committee interacts with the senior community and the entities listed in Attachment 1 at the end of this plan.

DEMOGRAPHICS OF THE SENIOR COMMUNITY WE SERVE - City of Reno senior programs are open to people who are 50 and over, who make up about 35% of the Washoe County population. In 2016, there are over 152,000 people in Washoe County aged 50 or more. By 2034, this group will grow steadily to over 183,000, and will still represent about 35% of the total Washoe County population. The fastest growth among Washoe seniors will continue to be those aged 65+ who currently number over 65,000 and will grow to almost 91,000 by 2034, a 60% growth rate.

Once seniors retire from the workplace, they have more time to enjoy and seek out recreational, social and educational activities. Our rapidly aging population will need more services as it ages, and now is the time to plan for those growing needs. Our community leaders have made meeting the needs of this growing senior population a high priority.

We also recognize that as people pass 65, there may be increased ambulatory difficulty, hearing and vision loss and need for caregiving assistance. Poverty is up for elders. The estimated number of people aged 55 and over living below poverty in Washoe County more than doubled from 2005-2014 (from about 6,000 to almost 13,000). Income is slipping for those still working and for those 65-75. Housing is becoming more expensive, and there is a lack of affordable housing for lower income people in our area. About 10% of householders over 65 have no vehicle—about 5,000 seniors. The Washoe County Master Plan for Aging Services (2014) found that 25% of seniors in the county are

moderately to highly isolated. The increased availability of transportation services and more social and recreational services will help lower that isolation and add years to lives and life to years.

One bright spot in the statistics since 2006, is that people over 65 who now live in Washoe County have higher education levels than younger groups. This is a benefit to employers seeking qualified employees and for groups seeking to involve seniors as skilled volunteers.

Reno Senior Services reaches approximately 5,000 senior households per month with its *Senior Connect* publication listing a wide variety of recreational opportunities as well as community resources. As the senior population grows, outreach beyond that publication becomes increasingly important.

STRATEGIC PLAN OVERVIEW – The Senior Citizen Advisory Committee created this strategic plan as a roadmap to guide our activities for the next two years. Our priorities were chosen with the participation of many stakeholders: our seniors, city and county seniors’ staff, community senior service providers, caregivers and others. We studied the priorities and needs of seniors described in the 2014 Washoe County Master Plan for Aging Services, Sanford Center’s Elders Count Nevada 2013 study, RTC’s Coordinated Human Services Public Transportation Plan, and statistical information from Nevada State Demographer, Jeff Hardcastle.

As part of the planning process we identified our strengths, weaknesses, opportunities and threats (SWOT analysis) in order to take that information into account to determine what we believe we can accomplish to further our mission. Our SWOT analysis is in the table below:

<u>STRENGTHS</u>	<u>WEAKNESSES</u>
<ul style="list-style-type: none"> • Our members are strong advocates and activists who have achieved many of their goals and can empower other seniors. • The growing senior community of people 50+ makes up 35% of Washoe County’s population. • Our committee is cohesive, collaborative, and well informed. • Our committee members, leadership, staff support and volunteers are a diverse group with valuable skills, backgrounds, and experiences to move initiatives forward. • Dedicated volunteers are a conscientious, valuable asset to the organization. • City of Reno funding is allocated to support senior programs and projects. • Existing recreation and support programs are successful and can be expanded. • Existing programs are well run using a modest budget and complementary resources. • We have a strong partnership with the Washoe County Senior Services Advisory Board to advocate for seniors and senior programs. 	<ul style="list-style-type: none"> • Senior citizens, in general, are not accustomed to advocating for themselves. • Typically, senior citizens do not know their own political strength. • Senior citizens are sometimes hesitant to move forward; typically, they are not risk takers. • Our membership is inconsistent and needs a succession plan. • Outreach, efficient communication and citizen involvement is limited.

OPPORTUNITIES

- The community has untapped resources that can be mined for senior initiatives.
- The senior population is the fastest growing population segment in Washoe County and the nation; as a resource, they can be valuable contributors to the community.
- Senior citizens have proven their commitment to their community through contributions of their time, resources, and volunteerism.
- Senior citizens are more aware and informed and are a strong group to be reckoned with.
- The Regional Transportation Commission is focusing more on senior's transportation needs.
- Senior Discovery TV is a resource to inform senior citizens.
- The committee is dedicated to educating and communicating the needs of seniors to all levels of government.

THREATS

- There is a general societal lack of empathy and respect for senior citizens and their interests, needs, and collective wisdom, especially by young people. As this generation becomes community leaders, their priorities may exclude seniors.
- The senior population is the fastest growing population segment in the City of Reno and Washoe County, and in the nation.
- The primary challenge to senior citizens' wellbeing is isolation, loneliness, and financial insecurity.

The top issues that were cited by the stakeholders were: better access to transportation for those who no longer drive, better communication of available resources for seniors and their caregivers, improved educational opportunities for seniors and expansion and development of more programs and resources to meet the demands of an exploding senior population.

We chose these issues as our three plan priorities, and chose strategies that we felt we could accomplish given our strengths, weaknesses, opportunities and threats. We described our strategies with goals and objectives and designed action plans to meet the goals and objectives.

2016- 2018 STRATEGIC PLAN PRIORITIES, OBJECTIVES AND GOALS

PRIORITY 1: Transportation Improvements for Seniors

Seniors within the community lack necessary transportation to enable them to get food and medicine, and to travel to medical appointments, recreation, social and community events so that they can remain living as independently as possible. The Reno Senior Citizen Advisory Committee will identify Reno seniors' transportation issues and advocate to eliminate or reduce the impacts.

OBJECTIVE 1: Learn about senior-related transportation problems, service gaps and potential solutions.

Goal 1 – By July 2016, the SCAC will compile information on current transportation options for seniors within the community.

	Actions	Assigned to	Due Date	Achieved		
				Yes	In progress	No
1	Research current Washoe County transportation options for seniors.	Mac	7/30/16	X	In progress	
2	Report findings to SCAC.	Mac	7/30/16	X	In progress	

OBJECTIVE 2: Advocate for increased transportation services for seniors within the community.

Goal 1 – By July 2016, the SCAC will join a transportation task force to monitor and inform the SCAC about transportation-related issues.

	Actions	Assigned to	Due Date	Achieved		
				Yes	In progress	No
1	Identify SCAC level of involvement.	SCAC	7/30/16			
2	Identify liaisons to work with task force.	SCAC	7/30/16			
3	Advocate for improved transportation services for seniors at public meetings and with elected officials.	SCAC	ongoing			

PRIORITY 2: Enhanced Communication Methods for Seniors

Many seniors and their caregivers are unaware of the many available City of Reno and local community resources to help them live healthy, independent, active and safer lives. The Reno Senior Citizen Advisory Committee will find ways to bridge that information gap.

OBJECTIVE 1: Continue to develop and update a community awareness and communication plan to provide senior citizens and their caregivers the information that will promote a healthy, independent, active, and safe lifestyle.

Goal 1 – By December 2016, the SCAC will work with the City of Reno, Washoe County and other partners, such as *Senior Connect*, *Senior Spectrum* and VISTA volunteers to provide senior citizens, caregivers and various senior groups in the community informational updates about local community resources available to them.

	Actions	Assigned to	Due Date	Achieved		
				Yes	In progress	No
1	Work with VISTA volunteers to compile a simple list of community resources available to seniors.	Marsy Donna	12/16			
2	Support VISTA volunteers' creation of	Marsy	12/16			

	elder information services bank.	Donna				
3	Support distribution of resource list via Senior Connect, Senior Spectrum, libraries, email, etc.	Marsy Donna	12/16			
4	Report findings to SCAC.	Marsy, Donna	Ongoing			

Goal 2 - By December 2016, the SCAC will work with the City of Reno Office of Communication and Citizen Engagement (OCCE) and other community partners to identify existing outreach and support potential for senior programs and services.

	Actions	Assigned to	Due Date	Achieved		
				Yes	In progress	No
1	Review process of OCCE for getting Senior Services information out to the senior community.	Stan	12/16			
2	Identify other outreach and marketing resources in the community that could be added. (ex.: Senior Spectrum, radio, tv, RTC, UNR, Sanford Center, business community, etc.)	Donna	3/17			
3	Support city-wide outreach to seniors through City and community resources.	SCAC	Ongoing			
4	Identify senior communities in the area for information sharing purposes.					

Goal 3 – By December 2016, the SCAC will identify and work with the City of Reno and community partners to utilize a wider range of methods to communicate information about services, resources and general information to seniors. (Examples: printed brochures/handouts, TV/radio/print media advertising and partnerships with other senior groups; use of existing senior publications for information articles/advertising).

	Actions	Assigned to	Due Date	Achieved		
				Yes	In progress	No
1	Support and expand the growth of the Senior Discovery TV project.	Donna	Ongoing			
2	Identify free/low-cost advertising opportunities (ex: Senior Spectrum, Senior Connect, others and support with SCAC funding where needed.	Moe	12/16			
3	Identify a wider range of communication methods and support their use.	Wendy SCAC	12/16			

Goal 4 – By October 2016, the SCAC will promote awareness of the PRCS Senior Scholarship Program to increase the number of seniors participating in senior programs.

	Actions	Assigned to	Due Date	Achieved		
				Yes	In progress	No
1	Research current PRCS Senior Scholarship Program.	Wendy	10/16			
2	Identify ways to increase awareness and involvement and recommend implementation.	Wendy	10/16			
3	Request data from PRCS on changes in numbers of seniors receiving	Wendy	10/16			

	scholarships.					
4	Support additional funding if needed.	SCAC				
5	Report findings to SCAC.	Wendy	Quarterly			

PRIORITY 3: Expanded Resources for Seniors

The current growth of the senior population in Reno and the Truckee Meadows area demands planning and adding more educational and recreational programs, facilities, support staff, and volunteers to meet our seniors' needs. The Senior Citizen Advisory Committee will identify and advocate for ways to serve more senior citizens with new and continued learning, social and recreation programs and access to more resources to improve health and the quality of life.

Objective 1: Identify current gaps in services available to seniors and develop partnerships and sponsorships that fill these gaps and increase overall participation in senior programs, events and services. We will cultivate an environment to increase volunteers in order to fortify and expand existing senior programs.

Goal 1 - By April 2016, the SCAC will obtain current and projected demographic information of the Reno/Washoe County senior population and the customers served by PRCS' senior programs to determine how senior demographics are changing.

	Actions	Assigned to	Due Date	Achieved		
				Yes	In progress	No
1	Review current and projected demographic information on seniors.	SCAC	4/16			
2	Make appropriate recommendations to managers and policymakers about the future needs of our community's seniors.	SCAC	Annually			

Goal 2 – By April 2016, the SCAC will support and advocate for the creation and implementation of a new volunteer program for PRCS and the City of Reno.

	Actions	Assigned to	Due Date	Achieved		
				Yes	In progress	No
1	Attend Service Enterprise Initiative volunteer training with city staff.	Donna/Marsy	4/16	x		
2	Participate in creation of SEI action plan for PRCS.	Donna/Marsy	4/17		Begun 4/16	
3	Report on progress of the plan to SCAC.	Donna/Marsy	Quarterly		x	
4	Support recruitment and training of volunteers by PRCS and the City of Reno.	Donna/Marsy	Ongoing		x	
5	Support creation of a mechanism for volunteers to sign up in advance of an event.	SCAC	Ongoing		x	
6	Make recommendations to managers and policymakers.	SCAC	Ongoing		x	

Goal 3 – By June 2017, the SCAC will propose a set of action items for managers and policymakers to identify available resources and facilities to expand senior programs within the community.

	Actions	Assigned to	Due Date		Achieved	
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				Yes	In progress	No
1	Review use of current City of Reno facilities to maximize senior programming potential.	SCAC	6/17			
2	Review statistics on seniors served by PRCS and program expenses/revenues	SCAC	Quarterly start 7/16			
3	Review PRCS performance measures on senior programs regularly.	SCAC	Quarterly Start 9/16			
4	Identify non-City of Reno facilities within the community and outside the McCarran Loop that could be used for senior programming.	CJ Donna	6/17			
5	Compile a list of SCAC community entities	Donna	9/16			
6	Compile a list of new recreational and educational opportunities for seniors that could be offered by PRCS or other groups.	CJ, Donna	Annually 5/17			

Goal 4 – By September 2016 the SCAC will make appropriate program development recommendations to managers and policymakers.

	Actions	Assigned to	Due Date	Yes	In progress	No
1	Review current fundraising and grantwriting activities of the City of Reno for senior programs.	Donna	12/16			
2	Gather and analyze data to determine how new programs and services can be added.	SCAC	Quarterly			
3	Work with Community Foundation of Western Nevada to increase community giving for seniors and senior projects.	Donna, Vanessa	12/16			
4	Work with businesses and organizations to host events, sponsor programs and support community giving projects for seniors in the community.	SCAC	12/16			

ATTACHMENT 1 – The Reno Senior Citizen Advisory Committee interacts with and supports the work of the following community and governmental entities:

Reno City Council
Sparks City Council
Washoe County Commission
Reno Parks, Recreation and Community Services
Washoe County Senior Services
Washoe County Senior Services Advisory Board
Senior Coalition of Washoe County
Senior Spectrum Publishing
Center for Healthy Aging
Sanford Center for Aging
Senior Outreach Services
RSVP – Retired Senior Volunteer Program
Truckee Meadows Parks Foundation
Alzheimer’s Association of Northern Nevada
Seniors in Service
Community Foundation of Western Nevada
Senior Care Plus/Hometown Health
Friends of the Washoe County Library
Regional Transportation Commission
Sierra Nevada Transportation Coalition
Nevada Legislature
Nevada Congressional Delegation
SHIP - State Health Insurance Assistance Program
Ageless Aviation Dreams Foundation
Reno Senior Discovery TV Project
Truckee Meadows Pickleball Club
Caregivers Coalition of Washoe County

List updated June 14, 2016







Office of Communications and Community Engagement

MEMORANDUM

DATE: June 10, 2016

TO: Mayor and Council

THRU: Andrew Clinger, City Manager 

FROM: Deanna Gescheider, Director of the Office of Communications and Community Engagement 
Barbara DiCianno, Community Liaison 
Calli Wilsey, Community Liaison 

SUBJECT: Results of 2016 Stuff a Bus for Seniors Donation Drive

The annual Stuff a Bus for Seniors Donation Drive wrapped up at the end of May. During the month, residents could donate to the drive by dropping off items at locations throughout the community, including City Hall, several City of Reno parks and the administrative offices of Washoe County and RTC. Local businesses also sponsored the drive by hosting barrels and seeking donations from their employees. The drive culminated with a stuff a bus event in front of Greater Nevada Field before the May 31 Aces game.

The chart below lists the May 2016 Stuff a Bus results and those from May of last year.

Donation	May 2016 Total	May 2015 Total
Bags of clothing, personal hygiene items, and cleaning products	163	130
Separate items (fans, diapers, blankets, gift cards, bus passes)	70	213
Financial donations	\$1,225	\$2,692

Donations were delivered to Washoe County Senior Services, who will distribute the items to senior citizens throughout the year. Used clothing was donated to High Sierra Industries and the Salvation Army.

The 2016 drive included 14 sponsors, up from nine in 2015. The following sponsors supported the Stuff a Bus for Seniors Donation Drive:

- Chase International
- Circus Circus
- Clothes Mentor

- Lili's Restaurant
- MorningStar Senior Living of Sparks
- NV Energy
- Plato's Closet
- Reno Aces
- Saint Thomas Aquinas Cathedral
- Sanford Center for Aging
- Senior Care Plus/Hometown Health
- The Continuum
- The Little Thrift Shop
- The Wedding Library

Washoe County Senior Services and the Regional Transportation Commission continue to be partnering agencies on this bi-annual effort.

This program helps local senior citizens with the simplest of requests and exemplifies the generosity that abounds in our community.

Cc: Andy Bass
Darryl Feemster
Robert Forse

**Senior Citizen Advisory Committee
2016-17 Meetings**

Date	Time	Location
July 6, 2016 - Wednesday	3 PM – Joint Meeting County hosts	Washoe County Senior Services 1155 E. 9 th St. – 775-328-2575
July 12, 2016 – Tuesday	1 PM - Special meeting	Reno City Hall, 11 th floor Conference Room 775-334-4282
August 9, 2016 - Tuesday	Cancelled	
September 13, 2016 - Tuesday	1 PM	Reno City Hall, 11 th floor Conference Room 775-334-4282
October 5, 2016 – Wednesday	3 PM – Joint Meeting Reno hosts	TBD
November 8, 2016 - Tuesday	1 PM	Reno City Hall, 11 th floor Conference Room 775-334-4282
December 13, 2016 - Tuesday	Cancelled for holidays	
January 4, 2017- Wednesday	3 PM - Joint Meeting County hosts	Washoe County Senior Services 1155 E. 9 th St. – 775-328-2575
February 14, 2017 - Tuesday	1 PM	Reno City Hall, 11 th floor Conference Room 775-334-4282
March 14, 2017 - Tuesday	1 PM	Reno City Hall, 11 th floor Conference Room 775-334-4282
April 5, 2017 - Wednesday	3 PM - Joint Meeting City hosts	TBD
May 9, 2017 - Tuesday	1 PM	Reno City Hall, 11 th floor Conference Room 775-334-4282
June 13, 2017 - Tuesday	1 PM	Reno City Hall, 11 th floor Conference Room 775-334-4282
July 5, 2017 - Wednesday	3 PM - Joint Meeting County hosts	Washoe County Senior Services 1155 E. 9 th St. – 775-328-2575
July 11, 2017 - Tuesday	1 PM – Special meeting	Reno City Hall, 11 th floor Conference Room 775-334-4282
August 8, 2017 - Tuesday	Cancel	
September 12, 2017 - Tuesday	1 PM	Reno City Hall, 11 th floor Conference Room 775-334-4282
October 4, 2017 - Wednesday	3 PM - Joint Meeting	TBD
November 14, 2017 - Tuesday	1 PM	Reno City Hall, 11 th floor Conference Room 775-334-4282
December 12, 2017 - Tuesday	Cancelled for holidays	