

CONNECTING DATA TO LIFE.

Truckee Meadows Tomorrow

2024–2026 Community Progress Report

Powered by United Way of Northern Nevada and the Sierra



UNITED WAY
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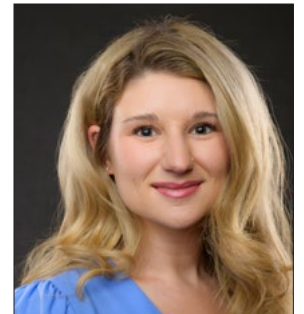
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Data allows us to convene and collaborate for a brighter future.

While we may not effectively ponder how our quality of life is determined, we can feel it. The idea behind this publication, and really our mission, is to connect aspects of quality of life to data, making them feel more tangible and to further connect change makers in our area to the data. By doing this, we create a path for collaboration and change. Truckee Meadows Tomorrow (TMT) is grateful to release our biennial *Community Progress Report* with the incredible help from community partners you'll see throughout the pages. It is our vision, that with your help, the collection and dissemination of this data is a grounding rod for truth and catalyst for change in our community.

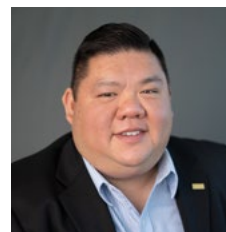


Edward Estipona
Board President



Erin Hanna-Butros Meyering
Executive Director

"Data is the compass that guides us toward a more equitable, thriving community. By understanding where we stand today, we can illuminate the path forward, driving impactful solutions to lift every family, improve education, and ensure that no one is left behind."



Blake Pang
President & CEO,
United Way
Northern Nevada
and the Sierra

STATE OF THE COMMUNITY.

Measuring What Matters To Make A Difference

The 2024-2025 Truckee Meadows Community Progress Report is more than just a collection of statistics—it is a story about the quality of life in our region told through data and narrative. Created as a collaboration between Truckee Meadows Tomorrow and the United Way of Northern Nevada and the Sierra (UWNNS), this report offers data-driven insights designed to illuminate our community's well-being.

TRUSTED DATA FROM NEVADA TOMORROW

This report uses data from [Nevada Tomorrow](#), an interactive platform led by TMT and Renown Health that includes more than 450 quality of life indicators. While not all of them are used in this report, all were reviewed to choose a targeted few for display and analysis. They are grouped into 10 quality of life areas to provide a framework for understanding and assessing the many factors that contribute to the community's overall well-being.

The data on [NevadaTomorrow.org](#) comes from many local, state, and national government sources, community health assessments conducted in partnership with organizations like Renown Health and Northern Nevada Public Health (NNPH), and research conducted by TMT and its partners. In some cases, the most recent information may be only from 2022 or 2021. Data may be unavailable for a specific year due to challenges at the source, such as those faced by the United States Census Bureau during the 2020 COVID-19 pandemic. More technical notes are available on each indicator's page.

Almost all data in this report can be found on Nevada Tomorrow and will be noted when it is not.

DATA WITH A TRACK RECORD

In choosing sources and data sets, TMT prioritizes data with a track record and a long history. So while we're open to new data, and in fact encourage people to collaborate on new data points, we prefer to showcase data with years and years behind it so that we can demonstrate trends as opposed to a snapshot in time.

It's important to note that data collection can sometimes be limited since the region primarily comprises smaller towns and rural communities outside the Reno-Sparks metropolitan area, which is also a medium-sized city. For that reason, some data, particularly comparisons to national statistics, cannot always be made or may not be available.

WHY DOES IT EXIST?

Reliable data is crucial for navigating change. This report provides our community with a clear, evidence-based understanding of where we stand and where improvement is needed. By presenting a balanced view of challenges and achievements, the report empowers policymakers, local leaders, nonprofits, businesses, and residents to collaborate effectively and prioritize initiatives to enhance our quality of life.

WHAT DOES DATA DO FOR OUR COMMUNITY?

Data highlights key areas where focused efforts can lead to significant improvements, such as increasing access to affordable housing or enhancing mental health services. By offering a transparent view of our community's strengths and areas for growth, the report fosters accountability and inspires action.

THE IMPORTANCE OF DATA DRIVEN DECISION-MAKING

Data is the cornerstone of strategic planning and decision-making. With the insights provided in this report, stakeholders can identify trends, allocate resources more effectively, and measure the impact of their initiatives.

ENGAGE, EMPOWER, AND ELEVATE

This report is more than just numbers—it's a call to action. When you dive into its pages, envision yourself as part of the solution. Whether you're a policymaker, a business leader, or a passionate resident, your role is crucial. Together, we can transform data into dialogue, insight into impact, and vision into victory. Join us as we embark on this journey of discovery and development. Let's measure what matters and make the Truckee Meadows a place where everyone thrives.



LEARN MORE ONLINE

Scan this QR code and go online to view a more comprehensive version of the Community Progress Report 2024-2025. Visit tinyurl.com/TMT-CPR-2024

INDICATOR NAVIGATOR.

Connecting Quality of Life in Our Community

Quality of Life Areas form the basis of a thriving Truckee Meadows, with indicators serving as essential building blocks.

WHAT IS A QUALITY OF LIFE AREA?

A Quality of Life Area encompasses many indicators to measure a key aspect of community well-being.

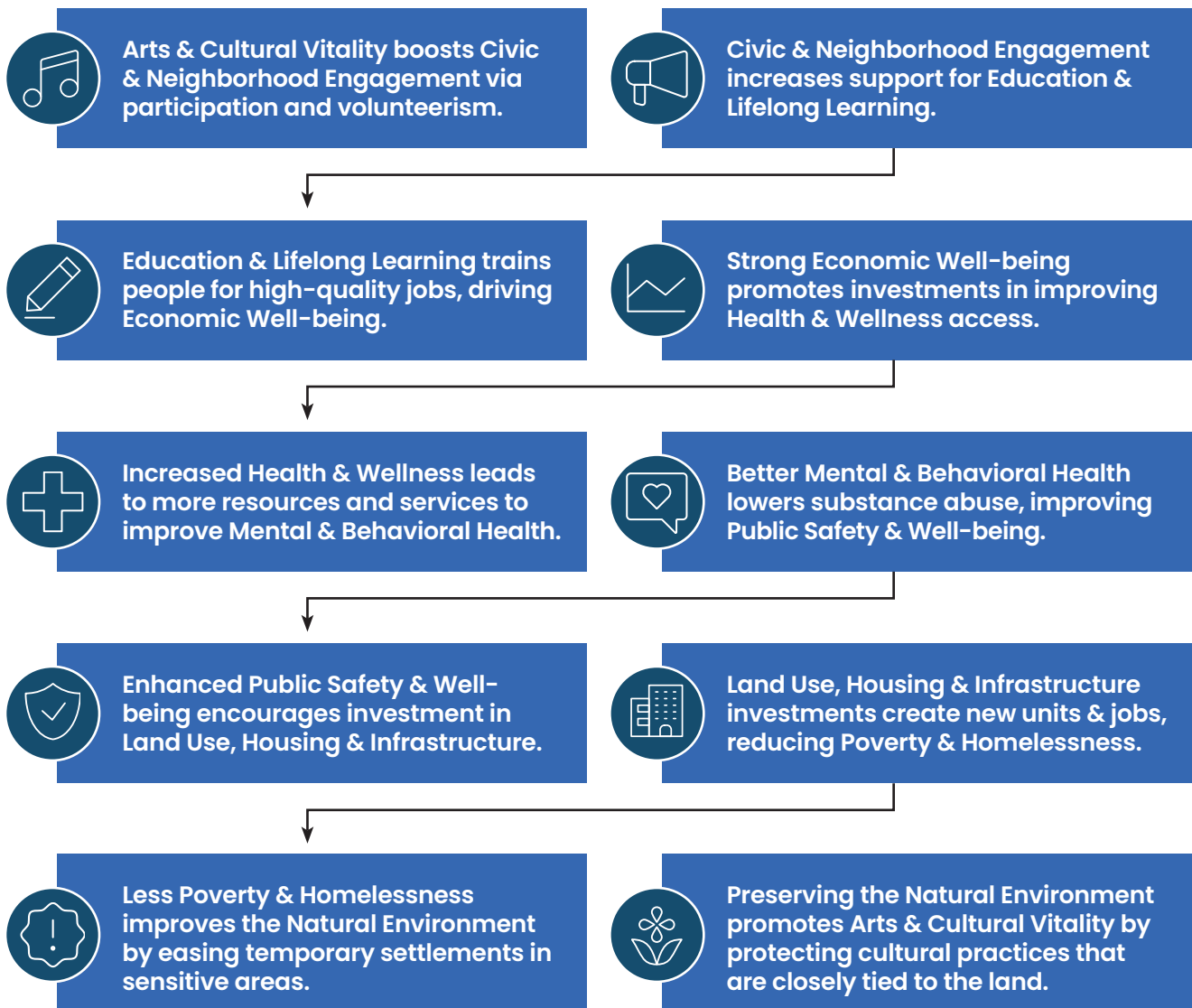
WHAT IS AN INDICATOR?

An indicator provides data-driven insight into a specific measure or topic.

INTERCONNECTED IMPACTS

Quality of Life Areas do not exist in silos. They are interconnected, each influencing the other.

EXAMPLE: HOW THE 10 QUALITY OF LIFE AREAS CAN INTERSECT



OUR HISTORY.



FROM THE ARCHIVES: Truckee Meadows Tomorrow has been the cornerstone of quality of life data in Northern Nevada for over 35 years. As a nonprofit, TMT serves as the vital hub, providing free access to valuable data for the community and its stakeholders so that they can make better informed decisions to improve our community well-being.

35 Years of Tracking Our Region's Progress

Truckee Meadows Tomorrow is the independent, trusted organization that gathers, manages, and shares quality of life data to inform and foster positive change in the community. Our goal is to provide stakeholders in Northern Nevada and the entire state an opportunity to better collaborate and address priority community quality of life issues. We offer the entire community access to the critical data needed to affect social change for improved quality of life.

In 1989, Truckee Meadows Tomorrow was created out of an Economic Development Authority of Western Nevada (EDAWN) committee in response to research showing quality of life as the major reason businesses relocated to the region. TMT started as an “organization of organizations,” whose members helped spread the idea that indicators could be used to measure the region’s quality of life in relation to the impacts of growth. The original partnering organizations included Truckee Meadows Regional Planning Agency, EDAWN, Washoe Health System (now Renown Health) and the Washoe Education Association.

For two decades, Truckee Meadows Tomorrow has collaborated with business owners, policy-makers, educators, nonprofits, community leaders and residents across Washoe County and the surrounding region to define measurable and actionable indicators to monitor how we’re doing as a community at preserving, defining, and enhancing our quality of life. Tracking the indicators over time, allows TMT to measure how our residents live, learn, work, recreate, raise families, and care for themselves and others. Reporting on the community’s well-being transforms the data into real “stories”—where we’ve been, are now, want to go, and how we can get there.

Our NevadaTomorrow.org Community Data Exchange Tool is the data hub for metrics & performance measures, providing comprehensive, unbiased, and non-partisan data about the region and the state of Nevada. Accessing the data hub is the catalyst to rally collaborative opportunities for positive outcomes. Additionally, engaging the community helps all residents understand the important role the indicators

HISTORY.

play in our region now and in the future.

TMT prioritizes citizen engagement. TMT partnered with Washoe County early on to integrate community indicators into strategic planning and performance measurement processes, aligning priorities with citizen concerns and enhancing accountability. TMT underwent a process of refining and updating its indicators through extensive community involvement to ensure relevance and effectiveness.

By 2004, TMT had streamlined its indicators to 30 across six essential categories, reflecting the community's values and priorities. The organization's dedication to inclusivity, transparency, and democratic decision-making empowered residents, advocated for vulnerable populations, and drove sustainable change. TMT exemplified a citizen-driven approach to community development, inspiring other regions to adopt similar quality of life initiatives. The organization's commitment to citizen engagement, inclusivity, and data-driven decision-making played a pivotal role in enhancing the quality of life in Washoe County.

TRUCKEE MEADOWS TOMORROW'S HISTORY

1989 — The Nevada State Legislature created Regional Planning to ensure Reno and Sparks coordinated efforts to manage growth in the Truckee Meadows, including a stipulation that the Truckee Meadows must define and monitor our area's quality of life. TMT grew out of an economic development committee that realized quality of life mattered to businesses moving into our area.

Founding members included:

- ▶ Economic Development Authority of Western Nevada (initial start-up prior to incorporation)
- ▶ Truckee Meadows Regional Planning Agency (initial staffing and original indicator research)
- ▶ Washoe Education Association (consistently high annual contributions)
- ▶ Washoe Medical Center/ now Renown Health (initial grant funding 1996-2001)

1993 — TMT incorporated as an independent, not-for-profit and helped select our area's first quality of life indicators, asking "What matters most?" to nearly 4,000 stakeholders.

1994 — TMT issued a prototype of the Indicators Report, which became the benchmark for our future indicator reporting efforts.

1997 — TMT published its first *Quality of Life In The*

Truckee Meadows: A Report To The Community, and in 1998, this report was used in the region-wide visioning process now known as "One Region. One Vision." TMT continues to publish biennial reports to the community summarizing indicator trends.

2000 — TMT surveyed the community and reduced the 66 indicators by collapsing 30 into 6 quality of life categories that resonated with businesses and citizens.

2005-2006 — TMT engaged the community in a major Quality of Life Task Force effort to update the indicators for more relevant, outcomes-based measures. Again, thousands of citizens participated in this update process selecting 33 new community indicators, across 10 quality of life categories.

2007-2008 — New indicators were researched and metrics reported in the comprehensive Community Well-being Report published in conjunction with Northern Nevada Business Weekly, January 2008. TMT was honored in December 2008 with the Community Indicators Consortium's Award, sponsored by the Brookings Institution, for using indicators to generate positive community change.

2009-2013 — TMT changed its business model to sustain the community's indicator project throughout Nevada's devastating recession.

2014 — TMT re-engaged by celebrating its 20th anniversary, hosting community forums, and beginning new roundtable luncheons.

2015 — TMT re-invented its website, increasing security, adding interactive data plots for subscriber use, and member data downloads from the cloud.

2016-2017 — TMT began geo-tagging quality of life indicator-related data for data mapping visualization.

2019 — A partnership with a TMT founding organization begins anew. Twenty-five years after TMT's launch, a new partnership with Renown Health begins. This collaboration's goal is to democratize data and offer a free one-stop portal for community data.

2020 — TMT codifies its mission, goals, initiatives, and specific objective. Additionally, TMT launches its new website, TruckeeMeadowsTomorrow.org. Perhaps most importantly, the Nevada Tomorrow Community Data Portal goes live.

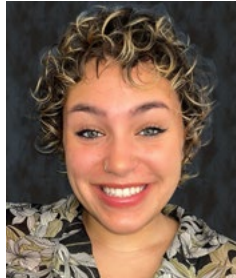
2024 — Data Advisory Group created. Comprised of 50+ professionals from diverse data-related fields across various sectors, the DAG ensures a holistic approach to data stewardship. In addition to validating data integrity, DAG members serve as trusted experts, offering invaluable insights into the impact of the stories we convey through data.

OUR TEAM.

Meet the TMT Board of Directors and Staff



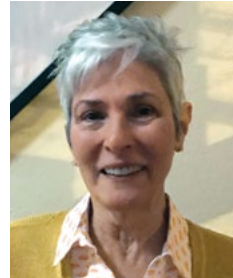
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Nate Kusha
Board Member



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Board Member



JT Stark
Board Member,
DAG Chair



Alex Bacchus
Board Member



Danielle Randol
Board Member



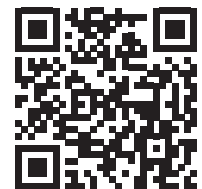
Francisco Vega
Board Member



Krysti Smith
Board Member



Ray Gonzalez
Board Member



Scan to learn more
about our board or
visit [tinyurl.com/
TMT-team](https://tinyurl.com/TMT-team)

GETTING THE DATA RIGHT.

Our DAG data guru, JT Stark, talks about the methods and purpose for collecting data in support of the community

The Community Progress Report is grounded in accurate and verified data, thanks to the expertise and volunteer work of Truckee Meadows Tomorrow's Data Advisory Group (DAG). This team carefully selected the appropriate data sets for each Quality of Life area featured in the report. Under the guidance of TMT Data Chair and Board Member JT Stark, Ph.D., the group ensured that all information presented here is reliable and relevant. Before diving into the data, Dr. Stark shares insights on the importance of data verification and offers guidance on interpreting the findings as you read.

DATA COLLECTION AND ANALYSIS

HOW DO YOU ENSURE THAT THE DATA COLLECTED REFLECTS THE DIVERSE EXPERIENCES AND NEEDS OF COMMUNITY MEMBERS?

First, as a DAG, our top priority was ensuring that Truckee Meadows Tomorrow's primary data sources deliver accurate and relevant information. In other words, we needed to assess the reliability of Truckee Meadows Tomorrow's data. Our initial step was to engage the more than 50 subject matter experts in the group and simply ask, "Do these data pass the eye test?" and "Which data are most relevant to our community?" If the data didn't pass the eye test, we engaged in discussions and made appropriate changes. When certain data were identified as particularly relevant, we tracked those recommendations and highlighted the data that DAG members consistently flagged as essential for our community.

A key strength of the DAG is having the right people reviewing the right data. Why is this? Use me, for example. After working closely with educational data for the past decade, I can confidently assess the reliability of education-related data at the local, state, or federal levels. However, I can't speak with the same authority on areas like Health & Wellness or Economic Well-Being, and what may or may not be relevant to our community. That's



JT Stark, Ph.D., Data Advisory Group Chair

why we rely on subject matter experts with strong data acumen to inform all quality of life areas.

WHAT ROLE DID COMMUNITY INPUT PLAY IN DETERMINING WHICH INDICATORS TO INCLUDE?

The DAG's first call to action was a deep-dive review of all 400-plus indicators on Truckee Meadows Tomorrow's website. The goal was to ensure that each indicator was aligned with the appropriate quality of life area. If a DAG member flagged an indicator as misplaced, they were asked to provide justification and suggest a more suitable category. All feedback and recommendations were addressed individually, and the information was compiled to provide TMT with DAG-recommended relationships between quality of life areas and indicators. Following the review, TMT implemented the necessary changes and took it a step further by applying DAG recommendations upstream, working with stakeholders, and correcting data at its source.

In addition to refining indicator placements, the DAG engaged in discussions about the relevance of each indicator. They were tasked with identifying which indicators held the most significance for the community at this moment. This collaborative process allowed the DAG to prioritize indicators that are not only timely, but also reflective of the community's current needs and concerns. These discussions ensured that the indicators featured in this report are the most relevant and valuable for assessing our community's quality of life.

REPORTING AND COMMUNICATION

HOW DO YOU BALANCE THE NEED FOR DATA-DRIVEN DECISION-MAKING WITH THE POTENTIAL FOR DATA OVERLOAD OR MISINTERPRETATION?

We balance these need by focusing on how we communicate and distribute the information. The method of data dissemination is crucial. When engaging with community members, or during public talks, I often direct people to our website, where all data is available. They can explore specific data points that matter to them at that moment. This allows for a more personalized and in-depth exploration of the data.

In contrast, the Community Progress Report serves as a curated summary of our key data points. This year, we're presenting the current status of various indicators and establishing a baseline that will enable us to measure progress over time. When the next report is released in two years, we'll have a clear view of whether we've improved or regressed on various quality of life indicators.

The progress report is intentionally designed for those who prefer a snapshot of the most relevant data, offering a high-level view of key trends and developments across different sectors of the community. It's a tool for quickly grasping where we stand and identifying areas that may need more focused attention.

CAN YOU DISCUSS THE ROLE OF DATA IN FOSTERING TRANSPARENCY AND ACCOUNTABILITY WITHIN THE COMMUNITY'S DECISION-MAKING PROCESSES?

Data has become sexy, especially with the rise of better data visualization and artificial intelligence. I often tell my students at UNR that when we talk about data, we're really talking about information, and the more

information we have, the more empowered we are. The power of data lies in its ability to inform decisions and drive meaningful change.

At Truckee Meadows Tomorrow, the DAG plays a crucial role in ensuring transparency and accountability. Over 40 experts volunteered their time to assess the accuracy of TMT's data, highlighting just how important it is to present trustworthy information. When we can be confident that our data is accurate, we build a foundation for decisions that reflect the true needs of our community.

Our goal is to bring this data to community leaders, establishing a shared understanding and a common starting point for future action. Progress becomes difficult if we're working from different interpretations or unreliable data. But when we all agree on the accuracy of the information, it opens the door to impactful decision-making and growth.

In today's highly politicized climate, transparency is more important than ever. Once things become politicized, trust erodes. Changing minds is already a challenge, so starting with clear, accurate, and transparent data is essential for fostering trust and accountability from the very beginning.

FUTURE DIRECTIONS

IN WHAT WAYS CAN DATA BE USED TO FOSTER COLLABORATION AMONG DIFFERENT STAKEHOLDERS IN THE COMMUNITY?

Data serves as both a tool and a shared reference point that can bring stakeholders together. At its most basic level, data creates a common starting point, a foundation from which everyone can work. Whether we're talking about community organizations, policymakers, or business leaders, having a reliable set of data ensures that everyone is operating with the same understanding of the challenges and opportunities our community faces.

Data can also be used at a higher level to foster collaboration by providing a reference point that encourages different stakeholders to think more broadly. For instance, many of the indicators in our report are interconnected. While all indicators fall under specific quality of life areas like Health & Wellness or Natural Environment, they often have ripple effects across other areas. For example, improvements in education indicators can positively impact economic mobility and public safety. Similarly, changes in housing affordability might influence both economic stability and mental health outcomes.

By highlighting these relationships, data helps

GETTING THE DATA RIGHT.

community members and stakeholders see beyond their individual focus areas. It encourages cross-sector collaboration because it makes clear that solving one problem can have a positive impact on others. When community members, businesses, and policymakers recognize this interconnectedness, they're more likely to work together to leverage their unique strengths to address multiple issues at once.

Ultimately, data fosters a shared understanding and helps align different efforts toward common goals. By seeing how their work impacts the broader community, stakeholders are more likely to collaborate, share resources, and make decisions that benefit everyone.

HOW DOES DATA HELP IN TRACKING PROGRESS OVER TIME AND MEASURING THE IMPACT OF INITIATIVES AIMED AT IMPROVING QUALITY OF LIFE?

Long-term data is crucial because it's difficult for us, as humans, to observe gradual changes in our daily lives. We're creatures of habit, and everything around us often feels constant, making it hard to recognize larger shifts individually, and especially more broadly in the community. Our personal perspectives are naturally limited to our own experiences, so we might not notice when something is evolving or diminishing gradually over time.

By introducing benchmarks, whether measured monthly, quarterly, or annually, we can start to see changes and analyze our stations more objectively. Sometimes, quality of life indicators remain stable, even when we feel there's been a significant shift. Without that historical context, it's hard to prove whether true progress is being made.

These benchmarks are critical for understanding why community efforts, funding, or programs are succeeding or falling short. They allow us to draw connections between what we perceive, the initiatives being implemented, and what the data shows is actually happening.

WHAT FUTURE TRENDS IN DATA COLLECTION AND ANALYSIS DO YOU FORESEE IMPACTING THE ASSESSMENT OF QUALITY OF LIFE IN COMMUNITIES?

One of the key future trends in data collection will be an increasing emphasis on transparency and accuracy. As the demand for trustworthy data grows, more data professionals will need to prove where their data comes from and why it's reliable. In other words, we

will have to demonstrate unrelenting data credibility. People are becoming less willing to accept statistics at face value — they want to understand the process behind the numbers, from collection to verification to visualization. This push for credibility will lead to a higher standard of accountability from all data professionals and entities.

Additionally, the public is becoming more data literate, raising the bar for those in the data field. It's no longer enough to only provide information; we must also ensure that the information is accurate, reliable, and accessible. If we want to remain the go-to source in the community, we need to continue improving our standards of accuracy and trustworthiness.

Another role of the Data Advisory Group is to reinforce the reliability of the data we present. Our goal is to continuously build credibility, ensuring that the data we provide is beyond reproach, and can be trusted by the community for making informed decisions in all quality of life areas.

HOW DOES THE AVAILABILITY OF RELIABLE DATA INFLUENCE THE ABILITY OF COMMUNITY LEADERS TO MAKE INFORMED DECISIONS ABOUT QUALITY OF LIFE IMPROVEMENTS?

Data should lead to action, not just a discussion topic in a meeting or over email. It serves as the catalyst for real, tangible change. Reliable data gives community leaders the ability to move beyond abstract conversations and make informed decisions that have measurable impacts. When leaders have access to accurate data, they can identify areas that need attention, prioritize resources effectively, and track the success of their initiatives over time.

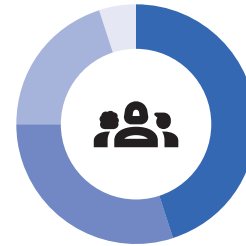
Without data, decisions might be based on assumptions, anecdotes, or incomplete information. But with reliable and credible data, community leaders can confidently make choices that reflect the true needs and conditions of the community. Data-driven decisions also provide accountability, as progress can be measured and reported back to stakeholders, ensuring that efforts are transparent and results-oriented. Data is both a catalyst for change and a tool for constant accountability.

In short, introducing reliable data to meaningful efforts transforms passive discussions into active problem-solving endeavors. It empowers leaders to implement policies, direct resource funding, and drive improvements with a clear understanding of what will make the greatest impact.

Who Makes up the Data Advisory Group?

The Data Advisory Group (DAG) is dedicated to nurturing a thriving local data community while championing responsible data-sharing practices. Comprised of professionals from diverse data-related fields across various sectors, the DAG ensures a holistic approach to data stewardship. In addition to validating data integrity, DAG members serve as trusted experts, offering invaluable insights into the impact of the stories we convey through data.

INDUSTRY SEGMENTS OF THE DAG



ARTS & CULTURAL VITALITY

Chris Galli
 Tony Manfredi
 Dennyse Sewell
 Danielle Randol
 Megan Berner, MFA

MENTAL & BEHAVIORAL HEALTH

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 Justin Coran
 Kyra Morgan
 Heather Kerwin
 Dina Hunsberger, Ph.D., MPH, CHDA
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 Jeff Scott
 Markus Kimmelmeier
 Marlene Rebori
 Nathan Digangi
 Natasha Majewski

ECONOMIC WELL-BEING

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 David Schmidt
 Meredith A. Levine
 Danielle Randol
 Marie Baxter
 Eugenia Larmore, Ph.D., MBA

EDUCATION & LIFELONG LEARNING

Jafeth E. Sanchez, Ph.D.
 Laura Davidson, Ph.D.
 Lesley Lechuga-Gomez
 Anna Colquitt, Ph.D.
 Markus Kimmelmeier
 Heather Kerwin

HEALTH & WELLNESS

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 Gar Gautam, MBA, MPH
 Justin Coran
 Kyra Morgan
 Dr. Barrett Welch
 Heather Kerwin
 Dina Hunsberger, PhD, MPH, CHDA
 Kriste Clements-Nolle

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 Danielle Randol
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 Danielle Randol
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 Ben McMullen
 Natasha Majewski
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POVERTY & HOMELESSNESS

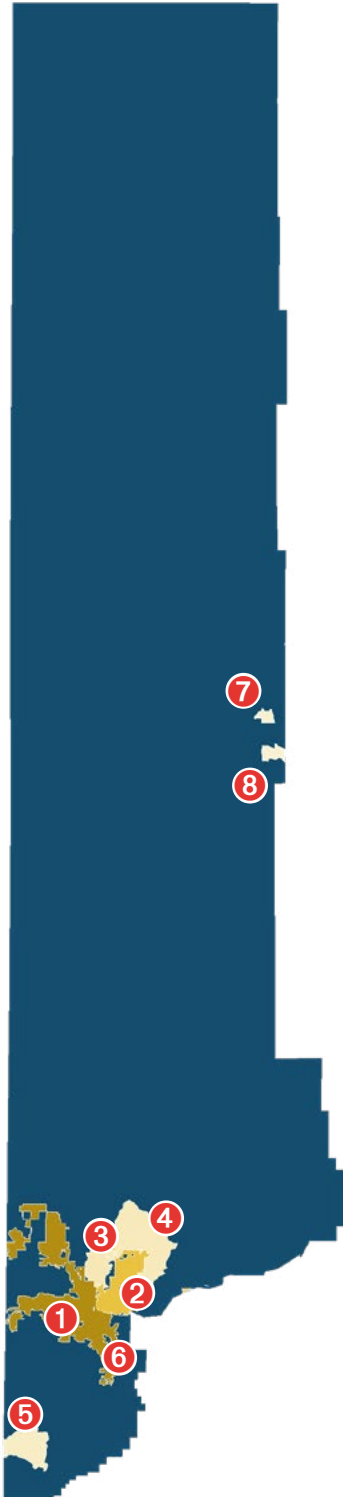
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 Nathan Digangi
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 Chrissy Klenke

DEMOGRAPHICS.

To truly grasp the well-being of our community, it's essential to start with a clear understanding of who we are and how we live. While statistics alone can't tell the whole story of a community, they provide a crucial foundation for understanding the shifting landscape of our region.



ABOUT WASHOE COUNTY

The Truckee Meadows' cities and communities, which are part of Washoe County, are deeply interconnected through their proximity, people, shared regional planning, economic development, and infrastructure initiatives. These areas work collaboratively to manage resources, support growth, and enhance the quality of life for their residents.

While the cities of Reno and Sparks and communities from Gerlach to Washoe Valley and Incline Village to Spanish Springs each boast their sense of place, Washoe County provides the best geography for research as it offers the most comprehensive data across various domains, including population, health, environmental, and infrastructure data.

6,315.9 SQUARE MILES

Washoe County, Nevada, has 6,315.9 square miles of land area and is the 7th largest county in Nevada by total area.

508,759

Total Population

THE GEOGRAPHIC SPECTRUM OF WASHOE COUNTY

- 1. Reno:** 270,020 population
- 2. Sparks:** 109,700 population
- 3. Sun Valley:** 21,178 population, most significant outside of incorporated cities
- 4. Spanish Springs:** 17,314 population Most Eastern Area
- 5. Incline Village/Crystal Bay:** 9,462 population, Most Western Area
- 6. Washoe Valley:** 3,074 population, Most Southern Area
- 7. Gerlach:** 130 population, Most Northern Area
- 8. Empire:** 47 population, smallest outside of incorporated cities

ABOUT THE PEOPLE

AGE RANGES WITH THE MOST SIGNIFICANT POPULATION

- ▶ **25 TO 34 YEARS:** 14.8%
- ▶ **35 TO 44 YEARS:** 13.7%
- ▶ **45 TO 54 YEARS:** 11.8%
- ▶ **65 TO 74 YEARS:** 10.9%

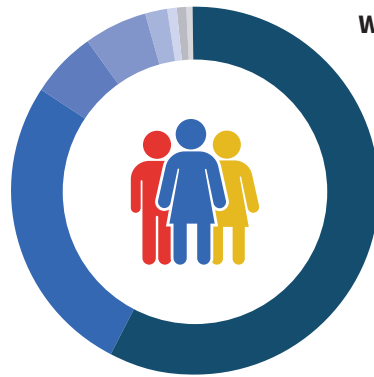


Source for both pages: U.S. Census Bureau, U.S. Department of Commerce and U.S. Census Bureau. American Community Survey, ACS 1-Year and 5-Year Estimates. <https://data.census.gov/>. Accessed on September 18, 2024.

WHO MAKES UP WASHOE COUNTY?

RACE AND ETHNICITY

Washoe County's population is predominantly White and Hispanic or Latino



White: 58.1%

Hispanic or Latino: 26.5%

Asian: 5.9%

Two or More Races: 5.6%

Black or African American: 2.0%

American Indian and Alaska Native: 0.8%

Native Hawaiian and Other Pacific Islander: 0.7%

Other: 0.5%

LANGUAGE SPOKEN AT HOME

23.1%

Of the county's population who are five years and older speak a language other than English

POVERTY STATUS

9.7%

Of the Washoe County population, was assessed below the poverty level in the past 12 months.

DISABILITIES

13.7%

Of the Washoe County population has a disability.

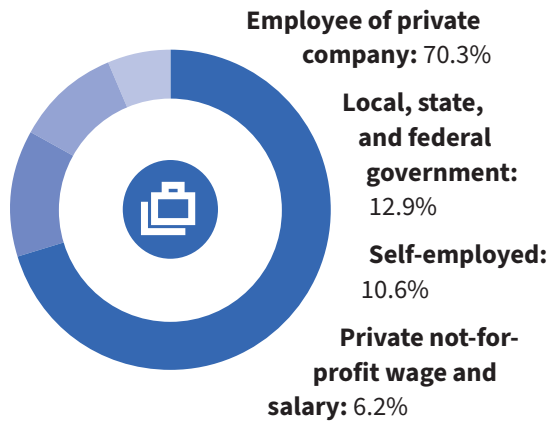
VETERANS

7.1%

Of the Washoe County population reports military service.

EMPLOYMENT

TYPES OF EMPLOYMENT



Employee of private company: 70.3%

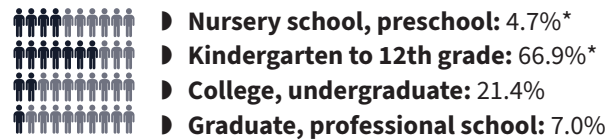
Local, state, and federal government: 12.9%

Self-employed: 10.6%

Private not-for-profit wage and salary: 6.2%

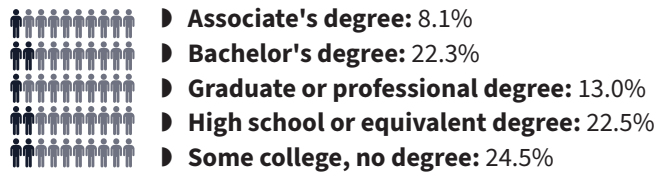
EDUCATION

ENROLLMENT BY SCHOOL LEVEL



* of school-enrolled population

DEGREE ATTAINMENT BY POPULATION 25 YEARS AND OLDER



FAMILIES AND LIVING ARRANGEMENTS

201,140

Total households in Washoe County

24.3%

Households with one or more people under 18

2.44

Average number of people per household

HOUSING

TOTAL HOUSING UNITS

223,813

Homeownership rate: 62.7%



Owner-occupied housing units: 62.4%



Renter-occupied housing units: 37.6%



ARTS AND CULTURAL VITALITY.

Creative Industries Economic Impact



SCREEN PRINTING
JOBS: 433
SALES: \$62.9M
LQ: 3.1



WOODWORK
JOBS: 113
SALES: \$38.8M
LQ: 2.6



EVENT PROMOTION
JOBS: 354
SALES: \$59.3M
LQ: 2.3



METAL WORK
JOBS: 126
SALES: \$25.8M
LQ: 1.8



OTHER PRINTING
JOBS: 836
SALES: \$162.5M
LQ: 1.8



MOVIE THEATERS
JOBS: 263
SALES: \$22.5M
LQ: 1.5

Sales, location quotient (LQ), and jobs data about Washoe County's top creative industries provides insights into their economic impact. For example, high sales, LQ, and job count indicate a dominant and potentially growing sector. LQ measures industry concentration compared to the national average. An LQ greater than 1 suggests specialization and economic strength. Each industry's circle size reflects its LQ — the larger the circle, the higher the LQ.

Source: This data is provided by the Nevada Arts Council/Creative Vitality Suite and is not available on Nevada Tomorrow.

Hitting the High Notes of Impact

Arts and cultural vitality are foundational to building a community that offers the quality of life that draws people to live, work, and play there. Prioritizing diverse artistic expressions and traditions nurtures social connections, promotes community pride and identity, and boosts tourism and the economy by providing authentic experiences that draw visitors and locals alike.

“Arts activity creates thousands of direct and indirect jobs and generates billions in government and business revenues,” said Reno Mayor Hillary Schieve. “The arts also make our cities destinations for tourists, help attract and retain businesses, and play an important role in the economic revitalization of cities and the vibrancy of our neighborhoods.”

Data about the financial, economic, and social impact of arts and cultural organizations and the industry demonstrate the impact on the development and well-being of the Truckee Meadows Community.

“When you invest in the arts and culture, you are investing in an industry that strengthens your economy and builds more livable communities,” according to Americans for the Arts.

A PALETTE FOR PROSPERITY

The Arts and Economic Prosperity 6 study (AEP6), conducted by Americans for the Arts, evaluates the economic impact of the nonprofit arts and culture industry across the United States. The City of Reno participated in the study, contributing data and insights to assess the economic impact of its nonprofit arts and culture sector, showcasing the significant role arts play in its local economy.

In 2022, arts and culture organizations generated:

\$84.4 MILLION
Total Economic Activity

\$63.1 MILLION
Household Income for local residents

\$21.6 MILLION
Tax revenues to local, state and federal governments

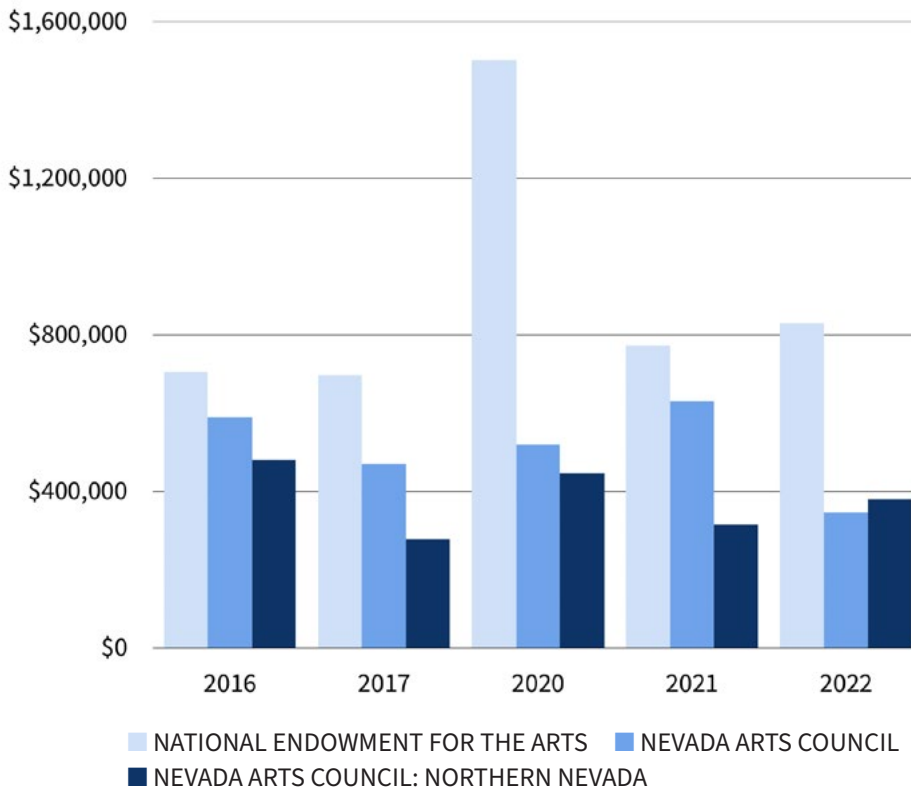
1,728
Jobs in the region

Source: Data provided by the City of Reno/AEP6 Study and not available on Nevada Tomorrow.

DIGGING INTO THE DATA

The data on the economic and social impact of arts and culture together paint a more complete picture of how they affect the Truckee Meadows community. This information includes data from grant distribution reports, organization-submitted data, and the Arts & Economic Prosperity study. The arts sector was one of the hardest hit by the COVID-19 pandemic and continues to recover slowly, as shown by the indicators.

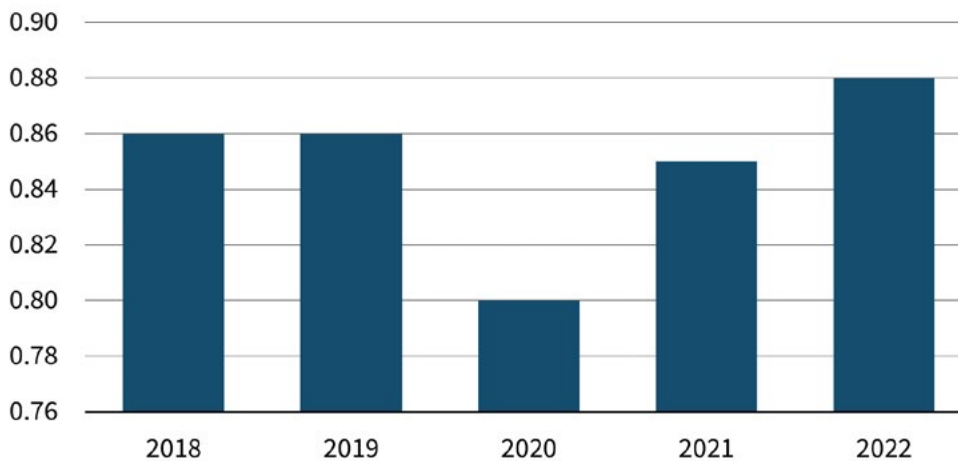
National Endowment for the Arts and Nevada Arts Council Grant Distribution



Grant funding for arts organizations in Northern Nevada mainly comes from the National Endowment for the Arts (NEA) and the Nevada Arts Council (NAC). The NEA provides grants to the NAC, which then allocates funds to rural and urban areas of the state. NAC grants support various activities and fund individual artists and arts organizations.

Funding for NEA and NAC Grants has changed due to economic conditions, shifts in funding priorities, reporting changes, and external events like the COVID-19 pandemic. Availability of data on NAC grants may differ due to reporting changes and suspended or merged awards because of budget cuts. Not all grants or programs were reported in 2018-2019.

Creative Vitality Index



The Creative Vitality Index (CVI) measures the concentration of creative activities in a specific region compared to the national average. It combines data on creative industry sales, employment, and cultural nonprofit revenue. A higher CVI suggests a greater concentration of creative activity and a potentially healthier creative economy. This index helps communities assess their creative economy's strengths, identify areas for growth, and track progress over time.

Source: This data is provided by the Nevada Arts Council/Creative Vitality Suite and is not available on Nevada Tomorrow.

ARTS AND CULTURAL VITALITY.

GROUPS & ORGANIZATIONS

Many notable local organizations are actively working to build this quality of life area in our community. Here are a few to check out or get involved with:

- ▶ **Artown:** artown.org
- ▶ **Arts for All Nevada:** artsforallnevada.org
- ▶ **Nevada Arts Council:** nac.nevadaculture.org
- ▶ **Nevada Humanities:** nevadahumanities.org
- ▶ **Nevada Museum of Art:** nevadaart.org
- ▶ **Note-Able Music Therapy Services:** noteablemusictherapy.com
- ▶ **Pioneer Center for the Performing Arts:** pioneercenter.com
- ▶ **Reno Philharmonic Association:** renophilharmonic.org
- ▶ **Sierra Arts Foundation:** sierraarts.org

REPORTS & STRATEGIES

Several existing reports and strategies detail how to build on the data to improve the quality of life in our community.

- ▶ **The City of Reno's** customized final report.
- ▶ **The City of Sparks Arts and Culture Advisory Committee** has completed a 2022-2025 Strategic Plan and a 2017-2022 Strategic Plan Post Report.



LEARN MORE ONLINE

Scan this QR code to learn more about this Quality of Life Area or

visit tinyurl.com/TMT-art



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COMMUNITY IN ACTION

Check out the various ongoing programs and groups dedicated to enhancing arts and cultural vibrancy in the Truckee Meadows community.

CITY OF RENO

- ▶ Each year, the City of Reno Arts & Culture Commission grants funds to various local art organizations, totaling around \$200,000 annually. In 2022, these funds supported 793 artists and served 72,683 audience members.
- ▶ The City displays close to 200 pieces of outdoor public art and 75 pieces in the Metro Collection at City Hall and McKinley Arts & Culture Center.
- ▶ The City of Reno's Art Signals program creates original artwork on signal boxes around town. Nearly 100 signal box murals have been completed by local artists.

CITY OF SPARKS

The City of Sparks Arts and Culture Advisory Committee supports the community by facilitating investment in the arts and culture to nurture creative communities, enhance the quality of life, and encourage civic pride. Some of its key initiatives include Spark the Imagination workshops for children, operating the Sparks Heritage Museum, and hosting the Sparks Art Walk. The Sparks Art Walk is a curated collection of regularly rotating installed art throughout Victorian Square in downtown Sparks. This initiative aims to create attractive public environments, celebrate Sparks' historical and aesthetic values, and stimulate the downtown economy through increased pedestrian activity, events, and education.

ARTRAIL

Washoe County developed a public participatory experience through the ArTrail in partnership with Burning Man and multiple community partners. The ArTrail celebrates cultural, historical, and artistic landmarks in the region. The ArTrail routes along the Truckee River through the cities of Reno and Sparks turn north to historic Lake Pyramid on Paiute Tribal land and continue to the Gerlach area in the far northern region of Washoe County, spanning over 200 miles. Visit artrail.washoecounty.us to follow the map.

CIVIC & NEIGHBORHOOD ENGAGEMENT.



DATA BITES

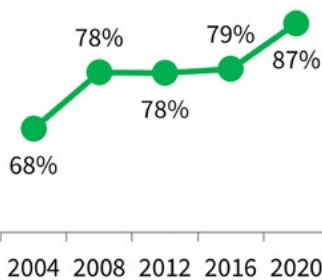
Participation in the democratic process can indicate engagement levels

Voter Turnout: Presidential Election Years

86.7%

2020 Washoe County Value

OVERALL TREND

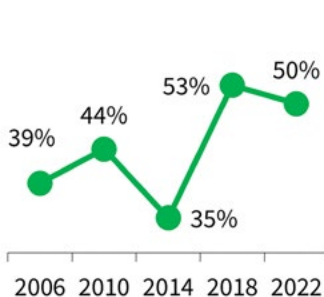


Voter Turnout: Not Presidential Election Years

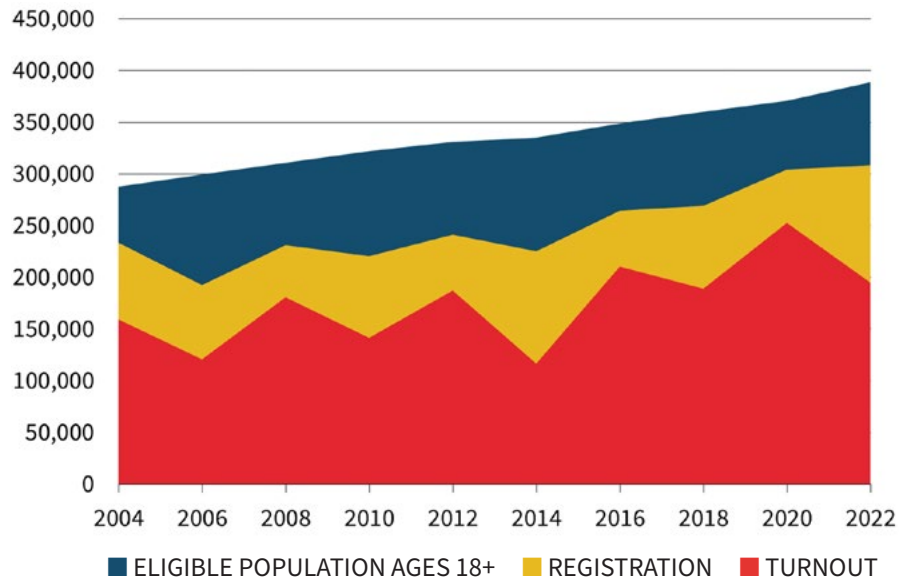
50.1%

2022 Washoe County Value

OVERALL TREND



Percent of the Eligible Population Registered to Vote



The percentage of the population registered to vote in the Truckee Meadows has fluctuated over time, reflecting varying civic and neighborhood engagement levels. In 2022, Washoe County reported a voter registration rate of 79.4%, indicating a relatively high level of civic involvement. Historical data shows that voter registration rates have only sometimes been consistently high, with fluctuations observed over the years. Voter registration is a key indicator of civic engagement, showcasing the community's interest in shaping local governance.

Civic Engagement Fosters a Stronger Community

The Truckee Meadows Region prioritizes civic and neighborhood engagement through various programs and initiatives focused on social connections, environmental education, and community clean-up endeavors. This active engagement plays a crucial role in enhancing the quality of life in the region by encouraging community involvement, volunteerism, access to recreational spaces, economic growth, and the preservation of historical and cultural heritage.

The data underscores vital civic and neighborhood engagement aspects in the Truckee Meadows Region, including voter turnout, community clean-up efforts, educational programs about the Truckee River, park access, social associations, and voter registration rates. Collectively, these indicators highlight the region's commitment to fostering civic engagement, environmental stewardship, social connections, and community well-being, ultimately enhancing the quality of life in the Truckee Meadows Region.

CIVIC & NEIGHBORHOOD ENGAGEMENT.

DIGGING INTO THE DATA

The indicator data available to understand civic and neighborhood engagement in the Truckee Meadows includes voter turnout rates, participation in cleanup programs, park utilization along the Truckee River, advocacy for river health, social association memberships, engagement in educational programs about the river ecosystem, removal of trash and invasive plants from the river corridor, and volunteer engagement in various neighborhood services. These data offer insights into civic participation, environmental awareness, community engagement, and social responsibility in the region. The sources of this data include reputable organizations and initiatives such as One Truckee River, Keep Truckee Meadows Beautiful (KTMB), Washoe County Registrar of Voters, Truckee Meadows Tomorrow, Conduent Healthy Communities Institute, Sierra Nevada Journeys, County Health Rankings, and various community health assessment reports.

COMMUNITY PROGRESS

This section explores the changes within the Truckee Meadows community over the past years based on the key metrics reflecting progress and challenges.

Neighborhood Cleanup Volunteers



Volunteerism in community cleanup programs is a form of civic engagement that directly contributes to a community's health, beauty, and overall livability. It encourages individuals to actively participate in their community's development and environmental stewardship, ultimately strengthening the democratic process and fostering a sense of collective responsibility. The number of volunteers participating in various cleanup programs, such as the Truckee River Cleanup, Great Community Cleanup, Adopt-a-Spot, Neighborhood Cleanup, and Pyramid Lake Paiute Tribe river cleanups, has fluctuated over the years. However, following the pandemic, volunteer levels increased dramatically.



SPONSORED BY THE CITY OF RENO

The official government for the city of Reno, Nevada. Home to more than 235,000 people, Reno and the surrounding area provide unlimited indoor and outdoor recreational activities and excellent weather! Visit Reno.gov

COMMUNITY IN ACTION

WASHOE COUNTY REGISTRAR OF VOTERS

As part of its community outreach program, the Washoe County Registrar of Voters regularly makes free, nonpartisan educational presentations at community events, high schools, businesses, non-profit organizations, and senior living communities.

Voter education presentations cover election-specific information (e.g., how a closed primary works), election dates and deadlines, voter registration requirements, the Official Voter Information Guide, what's a sample ballot, voting at the polls, voting by mail and early voting, accessibility, and bi-lingual voter services. During the presentation, individuals can register to vote, complete a request for voting by mail, and receive information about working as an Election Day poll worker.

For organizations interested in conducting a voter registration drive, the office provides presentations on the requirements for conducting a drive, including directions for checking if each registration form is completed correctly. It includes general information about the voting process.

KEEP TRUCKEE MEADOWS BEAUTIFUL

Keep Truckee Meadows Beautiful (KTMB) is a 501(c)3 nonprofit dedicated to creating a more sustainable and beautiful region through waste reduction, education, and active community involvement. Its supporters, volunteers, and partners play a crucial role in the organization's mission of creating a more sustainable and beautiful region through waste reduction, education, and community involvement. Various events, such as the Truckee River Clean-up, Christmas Tree Recycling, and Great Community Clean-up, engage volunteers and the community in efforts to clean and beautify public spaces.

During the 2022 Truckee River Clean-up, 466 volunteers participated in collecting and removing 16.47 tons of green waste and 44.21 tons of trash to steward the Truckee River Watershed and keep the waters clean and pristine for all to enjoy.

GROUPS & ORGANIZATIONS

Many notable local organizations are actively working to build this quality of life area in our community. Here are a few to check out or get involved with:

- ▶ **City of Reno Neighborhood Advisory Boards:** reno.gov
- ▶ **The City of Sparks Citizens Advisory Committees:** cityofsparks.us
- ▶ **Keep Truckee Meadows Beautiful:** ktmb.org
- ▶ **The Nevada Center for Civic Engagement:** nvce.org
- ▶ **Nevada Secretary of State:** nvsos.gov
- ▶ **One Truckee River:** onetruckeeriver.org
- ▶ **Pyramid Lake Paiute Tribe:** plpt.nsn.us
- ▶ **Sierra Nevada Journeys:** sierranevadajourneys.org
- ▶ **Truckee Meadows Tomorrow:** truckeemeadowstomorrow.org
- ▶ **Washoe County:** washoecounty.gov/citizens/volunteer_opportunities.php

REPORTS & STRATEGIES

Several existing reports and strategies detail how to build on the data to improve the quality of life in our community.

- ▶ **The Washoe County Audit Committee** reviewed the election process and made recommendations to improve its operational effectiveness and accuracy.



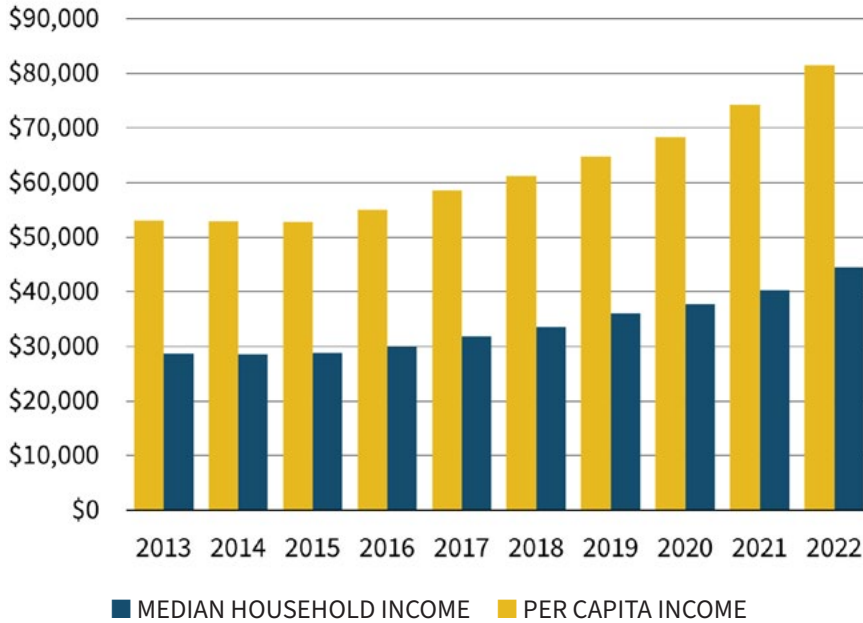
LEARN MORE ONLINE

Scan this QR code to learn more about this Quality of Life Area or visit tinyurl.com/TMT-civic



ECONOMIC WELL-BEING.

Median Household Income



Median Household Income represents the income level where half of the households earn more and half earn less. Per Capita Income is the average income per person. Both median household income and per capita income can reflect an area's relative affluence and prosperity. Areas with higher median household incomes tend to have more educated residents and lower unemployment rates. Higher employment rates in areas with higher median household incomes lead to better access to healthcare and improved health outcomes.

Balancing the Books on Growth and Affordability

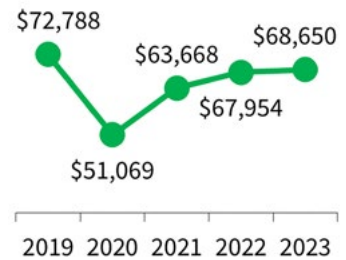
The economic well-being of the Truckee Meadows area significantly impacts the quality of life of its residents. This includes factors such as job opportunities, income levels, access to essential services, housing affordability, and overall financial stability. A strong economy with diverse job opportunities, fair wages, and support for small businesses can contribute to a higher quality of life by providing economic security, access to amenities, and ultimately a sense of community well-being. Conversely, economic challenges such as high unemployment rates, income inequality, and limited economic mobility can negatively impact the quality of life. By improving economic well-being through sustainable growth, equitable policies, and community development initiatives, the Truckee Meadows area can enhance the quality of life for all its residents.

DATA BITES

Economic Development Assisted Jobs

\$68,650

Average salary of assisted new jobs in 2023



Tourism Economic Impact

\$3.1 BILLION

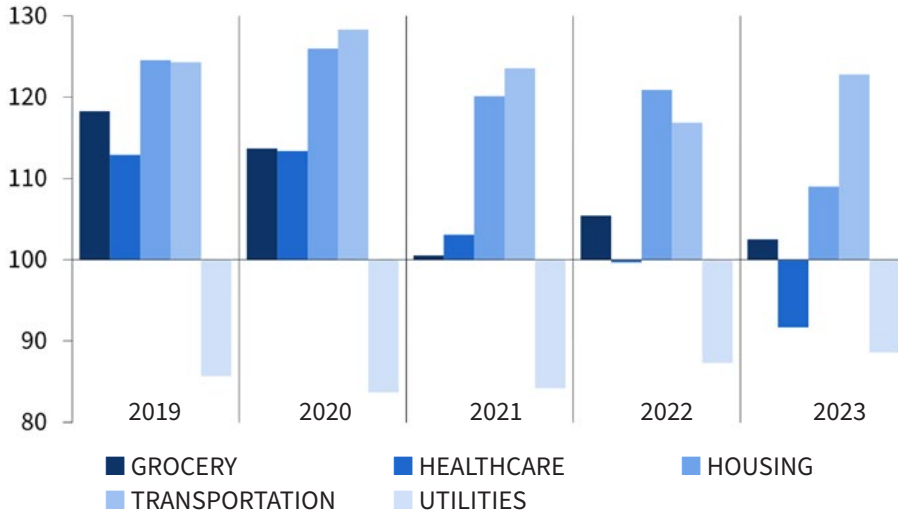
Economic impact of visitor spending activities, including transport, retail, food & beverage, recreation, gaming, and lodging in 2022



DIGGING INTO THE DATA

The economic well-being of the Truckee Meadows area is measured using indicators such as labor force participation rate, unemployment rate, median household income, and employment opportunities. These indicators reflect the region's economic health, job opportunities, income levels, and overall prosperity, which impact residents' quality of life and access to resources. Stakeholders analyze these factors to assess the community's economic stability and prosperity.

Cost of Living Index

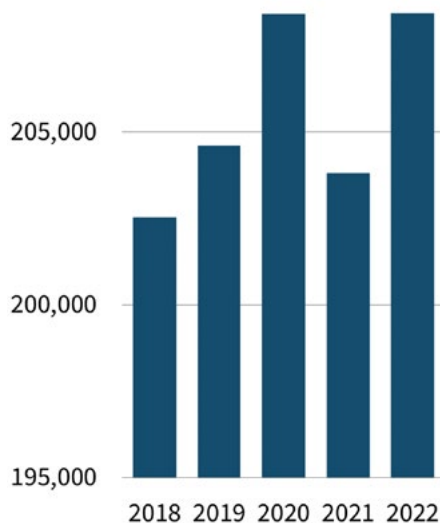


The Cost of Living (COL) Index compares relative consumer living costs, such as housing, transportation, utilities, groceries, and healthcare to participating locations across the United States. The average for all participating places equals 100. The COL Index does not measure inflation price changes over time. Keeping living costs close to the national average indicates the region's affordability for families and helps economic development organizations bring quality jobs to the region as companies compare our costs with other urban areas around the country.

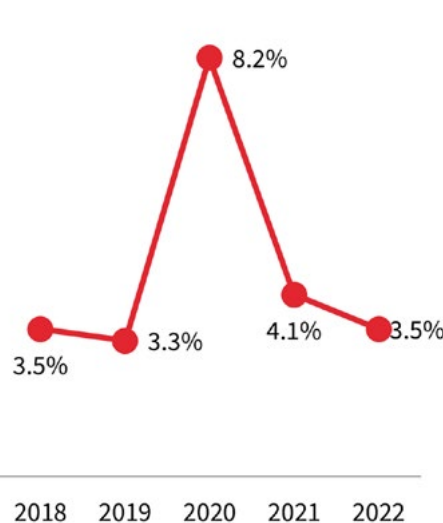
COMMUNITY PROGRESS

This section explores the various changes within the Truckee Meadows community over the past years based on the key metrics reflecting progress and challenges.

Washoe County Total Employment



Washoe County Unemployment



Strong employment growth and revitalization are signs of a healthy economy, leading to higher wages and a more affordable region for residents. The employment-to-population ratio is an alternative measure to unemployment, capturing those who have left the labor market over time. Job creation programs and workforce development initiatives impact job creation, while unemployment reflects people's struggle to find jobs. The creation of higher-wage jobs is crucial for stimulating the economy.

Ozmen Center for Entrepreneurship

SPONSORED BY OZMEN CENTER FOR ENTREPRENEURSHIP

The Ozmen Center is celebrating its 10th anniversary and was originally made possible by a generous gift from Eren and Fatih Ozmen, owners of Sierra Nevada Corporation. It is the premier provider of business education in the region, preparing students to become competitive, ethical and innovative business professionals. Visit UNR.edu/business/centers/ozmen

REPORTS & STRATEGIES

Several existing reports and strategies detail how to build on the data to improve the quality of life in our community.

- ▶ **The Nevada Entrepreneurial Ecosystem Assessment and Strategy** provides recommendations for empowering entrepreneurship in Nevada to foster economic growth, vitality, and stability.
- ▶ **The Northern Nevada Economic Planning Indicators Committee (“EPIC”) Report 2.0** forecasts where and how growth will occur based on expected changes in land use patterns and economic activity over time.
- ▶ The **Nevada Governor's Office of Economic Development** hosts a variety of reports and studies about specific economic initiatives, developments, and programs in the state and the Truckee Meadows specifically.
- ▶ The **University Center for Economic Development** conducts substantial research studies focusing on clearly defined community and economic development problems, including market studies, impact analyses, agribusiness studies, labor market studies, economic base studies, and target industry analyses.



LEARN MORE ONLINE

Scan this QR code to learn more about this Quality of Life Area or visit tinyurl.com/TMT-economic

COMMUNITY IN ACTION

Check out the various ongoing programs and groups dedicated to enhancing the economic well-being of the Truckee Meadows community.

ECONOMIC DEVELOPMENT AUTHORITY OF WESTERN NEVADA (EDAWN)

The Economic Development Authority of Western Nevada (EDAWN) is a private/public partnership established to add quality jobs to the region, diversify the economy, and positively impact the quality of life in Greater Reno-Sparks by recruiting new companies, supporting the success of existing companies, and assisting newly forming companies.

In 2023, the organization's business retention, expansion, and workforce efforts assisted 143 companies, added 1,733 new jobs, and facilitated \$1.15 billion in assisted investment. Business attraction efforts resulted in over 5,000 jobs and \$4.5 billion in capital expenditure development. Visit EDAWN.org

GROUPS & ORGANIZATIONS

Many notable local organizations are actively working to build this quality of life area in our community. Here are a few to check out or get involved with:

- ▶ **City of Reno Economic & Redevelopment Agency and Revitalization Departments** reno.gov
- ▶ **City of Sparks Redevelopment Agency** cityofsparks.us
- ▶ **Downtown Reno Partnership** downtownreno.org
- ▶ **Nevada Department of Employment, Training, and Rehabilitation (DETR)** detr.nv.gov
- ▶ **Nevada Division of Tourism** travelnevada.com
- ▶ **Nevada Works** nevadaworks.com
- ▶ **Reno Tahoe International Airport** renoairport.com
- ▶ **Reno-Sparks Chamber of Commerce** thechambernv.org
- ▶ **Truckee Meadows Regional Planning Agency** tmrpa.org

EDUCATION & LIFELONG LEARNING.



DATA BITES

WCSD Expenditures Per Pupil **\$10,827**

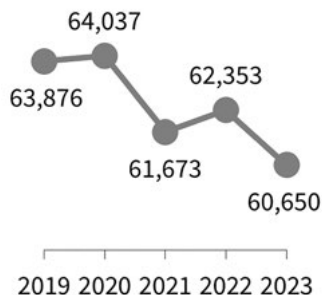
The cost of educating each student is calculated by dividing the total operating cost by total enrollment.



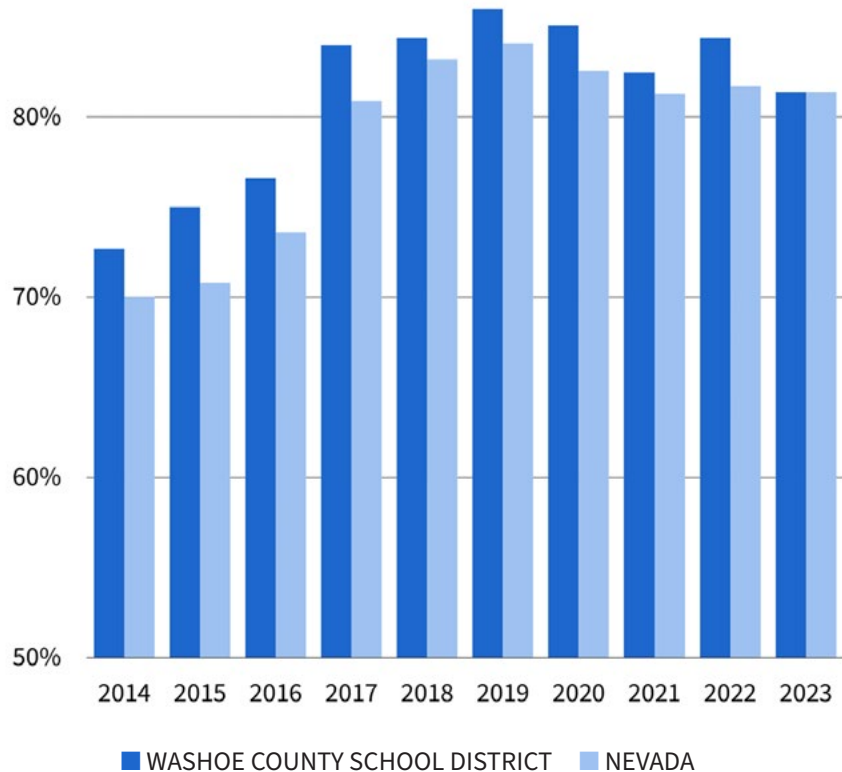
WCSD Enrollment

60,650

WCSD enrollment has been declining over the last four years.



WCSD Graduation Rates



In 2023, WCSD achieved an 81% graduation rate for students, an 11% increase since 2013. This marked the seventh consecutive year of graduating cohorts achieving over 80% graduation. Graduation provides opportunities for college, careers, and military service, with economic benefits estimated at \$77K to \$127K per graduate. High school graduates earn at least 50% more than dropouts, and unemployment rates are double for dropouts compared to graduates.

From Classroom to Career

Education and lifelong learning are crucial for improving the quality of life in the Truckee Meadows. They enable individuals to become productive citizens, contribute positively to society and the economy, and provide better job opportunities and economic stability. Data highlights diverse educational opportunities, continuous improvement in outcomes, community engagement, equity and inclusivity, and the economic impact of education. Education significantly improves the quality of life by providing skills, knowledge, and opportunities for personal growth and well-being.

DIGGING INTO THE DATA

The indicators included to measure the quality of life area of Education & Lifelong Learning in the Truckee Meadows encompass a diverse range of key metrics that provide insights into various aspects of education, including student enrollment, graduation rates, proficiency levels, expenditure per student, student-to-teacher ratios, access to technology, specialized educational services, and well-being indicators, such as excessive electronic use and bullying. These indicators collectively offer a comprehensive view of the educational landscape, technological access, and community well-being, reflecting the multifaceted nature of education.

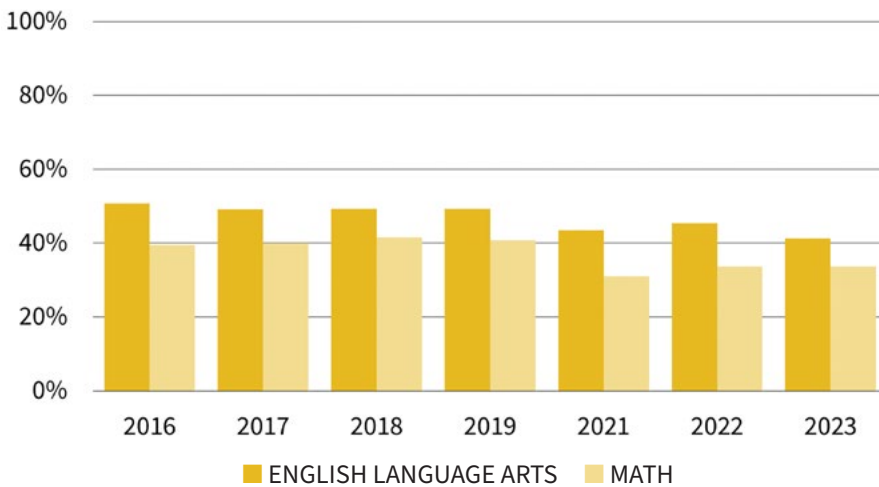
GRADES 3-8: SMARTER BALANCED ASSESSMENTS

WCSD uses a Smarter Balanced assessment to evaluate students in grades 3-8 in English language arts (ELA) literacy and mathematics. The results help identify how well students are mastering state standards, track progress toward career and college readiness, and correlate with on-

time graduation rates, aligning with the district's mission.

The assessment results are reported using Achievement Levels and “At or Above Standard,” with Level 4 indicating advanced progress, Level 3 meeting the standard, Level 2 nearly meeting the standard, and Level 1 needing substantial improvement. Levels 3 and 4 are considered proficient.

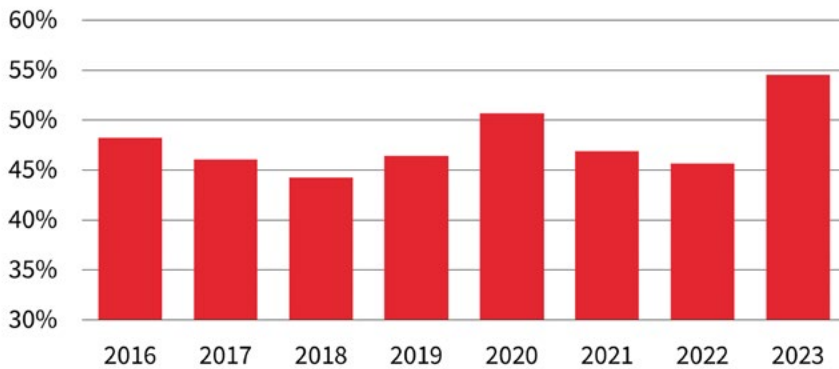
Percent of Students Grades 3-8 Proficient in English Language Arts and Math



Proficiency in ELA and Math are crucial as it impacts student learning experiences, school performance, and the likelihood of graduating from high school then pursuing higher education. In the 2022-2023 measurement period, the percentage of students proficient in ELA decreased from the prior value of 45.4% to 41.2%, while the percentage of students proficient in math remained flat at 33.6%. WCSD aims for all grades to increase toward 60% over time.

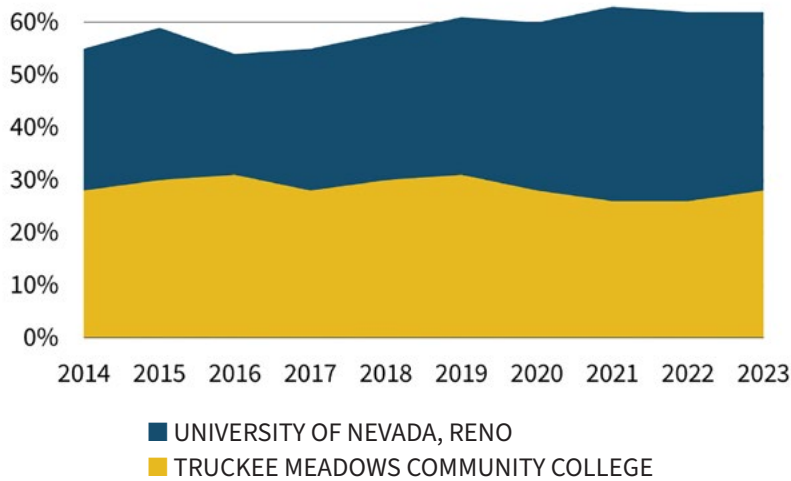
Note: The pandemic led to the suspension of in-person instruction in 2019-20, resulting in unavailable data for that period. The 2020-21 data had low CRT student participation rates, making comparisons to prior years unreliable.

Students Receiving Free Or Reduced-Price Meals



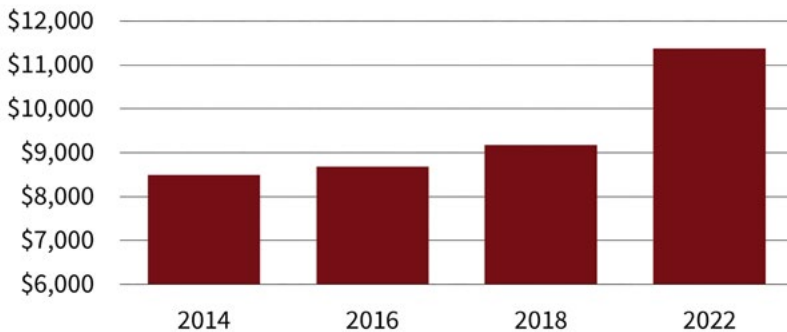
Food insecurity and hunger can impair child development and increase the risk of poor health outcomes. Free and reduced-cost meal programs provide nutritionally balanced school meals to help support development and a healthy lifestyle. This can reduce childhood food insecurity, poor health, and obesity. In addition, when combined with other poverty data, this measure can also identify gaps in eligibility and enrollment.

Nevada System of Higher Education Graduation Rates



Graduation rates provide information on institutional productivity and help institutions comply with reporting requirements of the Student Right-to-Know Act (1990) and the Higher Education Act, amended (2008). Graduation rates data are collected for full-time, first-time degree, and certificate-seeking undergraduate students. The fall "cohort" used in these reports is the "revised adjusted cohort" reported at the time the survey was completed.

Price of Licensed Childcare



Quality child care can help children learn and prepare for school and life. Unaffordable child care can disrupt a child's key developmental years and result in parents missing work, leading to lower household incomes and job loss.



LEARN MORE ONLINE

Scan this QR code to learn more about this Quality of Life Area or visit tinyurl.com/TMT-education

GROUPS & ORGANIZATIONS

Many notable local organizations are actively working to build this quality of life area in our community. Here are a few to check out or get involved with:

- ▶ **The Childrens Cabinet:** childrenscabinet.org
- ▶ **Communities in Schools Nevada:** communitiesinschoolsnevada.org
- ▶ **Education Alliance of Washoe County:** ed-alliance.org
- ▶ **Nevada Department of Education:** nshe.nevada.edu
- ▶ **United Way of Northern Nevada and the Sierra:** uwnns.org
- ▶ **Washoe Education Association:** weatoday.org
- ▶ **Washoe County K-12 Education Foundation:** washoek12foundation.org
- ▶ **Washoe County Library System:** washoecountylibrary.us

REPORTS & STRATEGIES

Several existing reports and strategies detail how to build on the data to improve the quality of life in our community.

- ▶ **Nevada Accountability Portal** provides data on school performance. nevadareportcard.nv.gov/di
- ▶ **The 2023-2026 WCS D Strategic Plan** outlines the Washoe County School District's goals and initiatives. washoeschools.net/Page/19449
- ▶ **WCS Ddata** offers a wealth of data and resources related to the Washoe County School District, supporting transparency and informed decision-making in education. wcsddata.net
- ▶ **NSHE Institutional Research Office** serves as the institutional research hub for the Nevada System of Higher Education. ir.nevada.edu

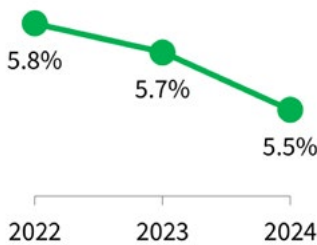


HEALTH & WELLNESS.

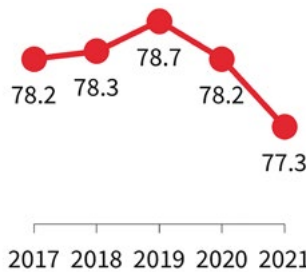
DATA BITES

More than 150 health and wellness-related indicators are available on NevadaTomorrow.com. These indicators address various themes and are measured by various factors, including the trend over time in Washoe County.

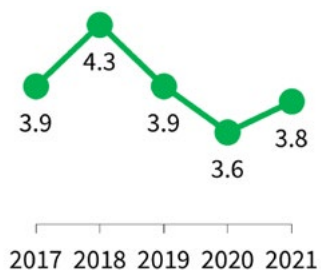
HEALTH INSURANCE SPENDING-TO-INCOME RATIO



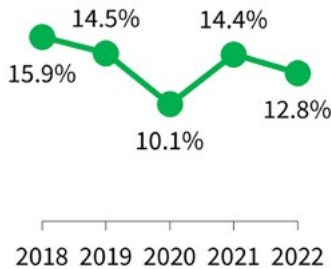
NUMBER OF YEARS A PERSON CAN EXPECT TO LIVE



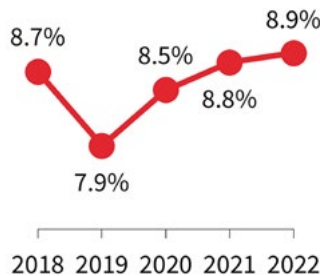
POOR PHYSICAL HEALTH: AVERAGE NUMBER OF DAYS PER MONTH



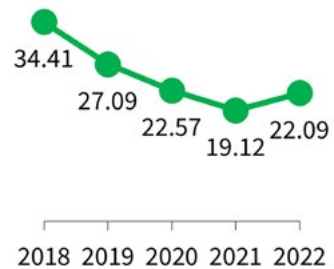
ADULTS UNABLE TO AFFORD TO SEE A DOCTOR



BABIES BORN WEIGHING LESS THAN 5LBS, 8OZ



PREVENTABLE HOSPITALIZATIONS PER 100K MEDICARE ENROLLEES



Taking a Holistic Approach to Health Data

From healthcare providers to healthy behaviors and disease prevention to public health interventions, Truckee Meadows's health and wellness are multifaceted. The diversity of this topic is reflected by a wide variety of data about important issues such as access to care, chronic conditions, death and mortality, healthy behaviors, maternal and child health, and preventive care.

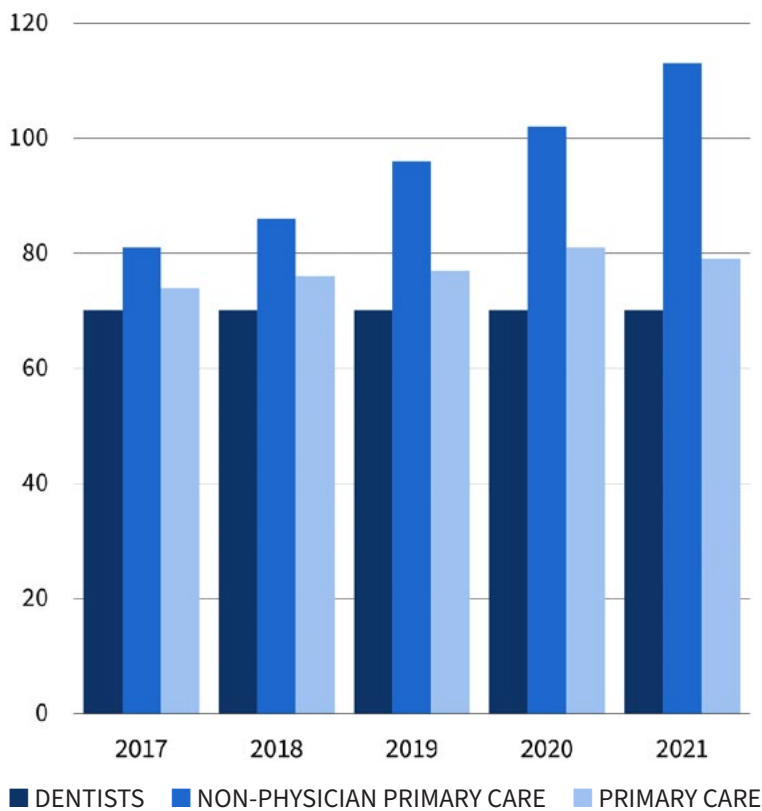
Focusing on health and wellness in a community can lead to reduced healthcare costs through preventive measures, improved productivity, and economic growth. A healthier population less impacted by disease and burdened by healthcare costs experiences a higher quality of life. On a larger scale, reducing health inequities can foster social connections and support the long-term sustainability and vitality of the community.

DIGGING INTO THE DATA

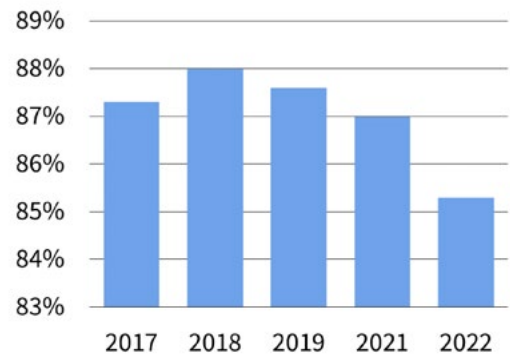
The data used to assess Health & Wellness as a component of quality of life covers a range of health indicators, including disease prevalence, mortality rates, and healthcare access. It also considers factors like income, education, and housing that can impact health outcomes. On top of that, it includes behavioral data related to health habits, substance use, and mental health, as well as demographic breakdowns to highlight health disparities among different groups. Additionally, it looks at mortality rates for various causes and age groups and tracks trends over time.

This data gives us a comprehensive look at health trends and outcomes in the region, showing both positive trends and areas that need attention and intervention. By analyzing this data, we can identify priorities, develop targeted interventions, and work toward improving community residents' overall quality of life and well-being.

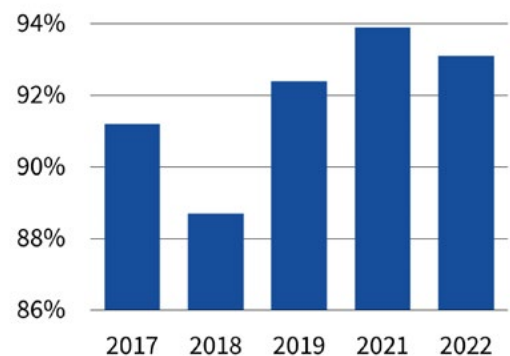
Healthcare Providers by Type Per 100K People



Adults with Health Insurance



Children with Health Insurance



ACCESS TO CARE

Overall, the data suggests that Washoe County has relatively good healthcare access indicators, but there are areas for improvement, such as Medicaid enrollment and addressing affordability issues for some individuals. There are high rates of health insurance coverage for both adults and children, with recent slight improvements in coverage for children. A positive trend shows an increase in the percentage of persons with health insurance.

Community spending on healthcare has remained relatively stable; a low percentage of adults cannot afford

healthcare, and many adults receive routine checkups. However, some populations face challenges with affordability. The Medicaid enrollment rate is lower than the state average, indicating a need for improvement. The Health Insurance Spending-to-Income Ratio has slightly increased, indicating potential strain on household budgets.

The availability of primary care services, including non-physician providers like nurse practitioners and dentists, has been improving, addressing the shortage of primary care physicians and enhancing healthcare accessibility in the region.

Percent of Women Receiving Prenatal Care in the First Trimester



MATERNAL & CHILD HEALTH

Maternal and child health statistics show some encouraging trends, such as a decrease in the infant mortality rate from 6 to 4 per 1,000 live births, indicating improved infant health outcomes. The child mortality rate decreased from 55 to 47 per 100,000 population under 20, showing progress in child health. However, there was an increase in preterm births from 9% to 10%, and prenatal care in the first trimester decreased from 64% to 60%.

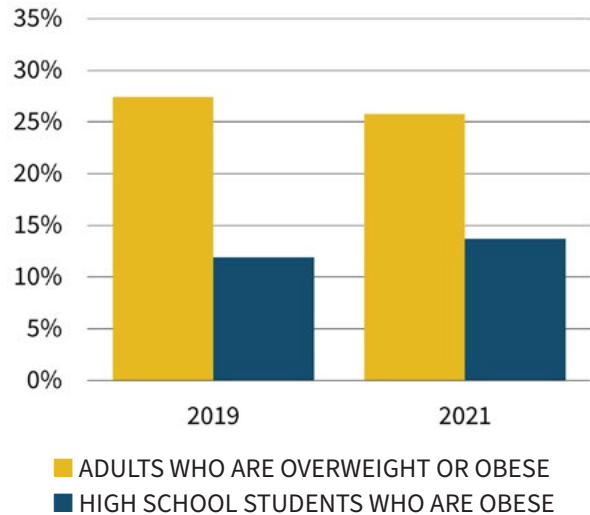
SENIOR HEALTH

Senior health indicators show a mix of trends. Some positive changes include increased rates of mammography screenings, flu vaccinations, and hyperlipidemia treatments. However, specific indicators have worsened, such as chronic kidney disease and cancer treatment rates, as well as the prevalence of seniors living alone. Data suggests stability in depression and heart failure treatment rates. Overall, the trends highlight a need for further analysis and targeted interventions to improve senior health outcomes in the region.

HEALTHY BEHAVIORS

In Washoe County, Nevada, nearly a quarter of adults were classified as obese, which is lower than the Healthy People 2030 target of 36%. However, the following year saw over two-thirds of adults being classified as overweight or obese. Obesity is linked to various health

Obesity Trends



conditions such as heart disease, type 2 diabetes, cancer, hypertension, stroke, liver and gallbladder disease, respiratory problems, and osteoarthritis.

DEATH AND MORTALITY

The data shows both positive and negative trends in death and mortality rates in Washoe County. The leading causes of death in the region include heart diseases, cancer, accidents, and chronic lower respiratory diseases. The death rates for these leading causes in Washoe County are higher than state and national averages. When comparing the death rates in Washoe County to Healthy People 2030 targets, rates for various conditions are often higher than the targets. This highlights the need for interventions and improvements to reduce mortality rates in these specific areas.

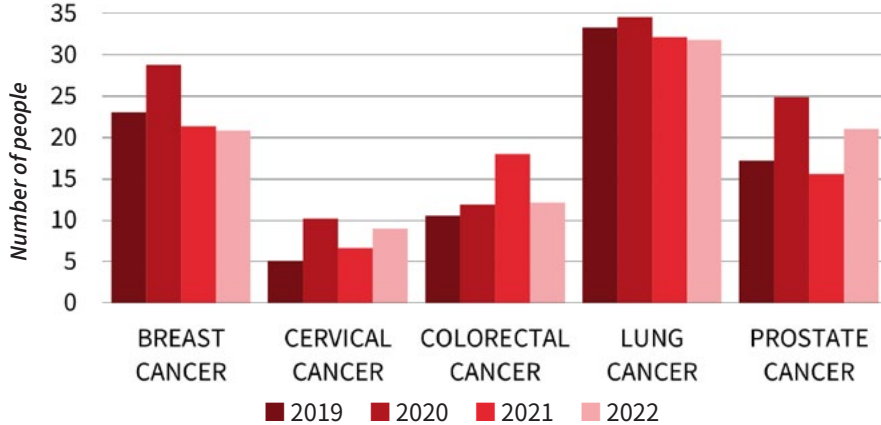
PREVENTIVE CARE

Preventive care is crucial for promoting overall health by identifying and preventing health problems before they occur. Analyzing screening rates for cervical cancer, colon cancer, mammograms, cholesterol, and PSA levels can provide insights into preventive care. This information can help identify areas needing increased awareness, access, and education for better health outcomes.

CHRONIC CONDITIONS

The data shows positive trends in chronic health conditions, with lower incidence rates for various

Mortality Rate For Common Cancer Types



cancers and heart disease than national averages. There are also higher rates of diagnosed skin melanoma, suggesting increased awareness and early detection efforts. Additionally, stable or decreasing rates were observed for certain chronic conditions. The county has proactive medication adherence for high blood pressure and innovative strategies for chronic disease management. However, negative trends include increasing rates of asthma, diabetes, kidney disease, COPD, and certain cancers.

PUBLIC HEALTH

The public health situation in Washoe County has both positive and negative trends. Positive indicators include decreases in self-care difficulties, certain health conditions, and stable or decreasing rates of specific diseases. However, negative trends include higher rates of infectious diseases like chlamydia, gonorrhea, hepatitis C, syphilis, and HIV compared to state and national averages. There are also increasing rates of salmonellosis cases, and higher percentages of persons with disabilities and various difficulties compared to state and national averages.

ADOLESCENT/TEEN HEALTH

According to the data on teen and adolescent health in Washoe County, there are some positive trends, such as an increase in middle school students getting nine or more hours of sleep and high school students consuming vegetables. However, there are also concerning trends, including a decrease in the percentage of high school students getting eight or more hours of sleep, consuming fruit, and engaging in physical activity. Additionally, there has been an increase in the percentage of students skipping breakfast, drinking soda or pop, and being obese or overweight.



LEARN MORE ONLINE

Scan this QR code to learn more about this Quality of Life Area or visit tinyurl.com/TMT-health

RESOURCES

NNPH: The 2022-2025 Washoe County Community Health Assessment (CHA) and Community Health Improvement Plan (CHIP) created by Northern Nevada Public Health work together to turn data-driven insights into community engagement to shape the future of public health in Washoe County.

Together, the CHA and CHIP form a dynamic framework for proactive health promotion and intervention, emphasizing the importance of collective action and sustainable solutions to enhance the well-being of individuals and families in Washoe County. nnph.org/resources/data-publications-and-reports.php

The Renown Health 2023 Community Health Needs Assessment provides a detailed analysis of health trends and challenges in Washoe County, covering a range of health indicators, such as mortality rates, disease prevalence, chronic conditions, preventive care, substance abuse, mental health, homelessness, poverty rates, education levels, and community well-being. The assessment aims to identify priority areas for intervention, promote health equity, guide strategic planning, and foster collaboration among stakeholders to improve the overall well-being of county residents. renown.org/CHNA



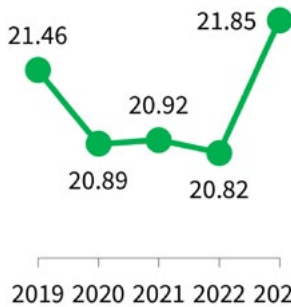
LAND USE, HOUSING & INFRASTRUCTURE.

DATA BITES

Park Acreage Rate

21.85

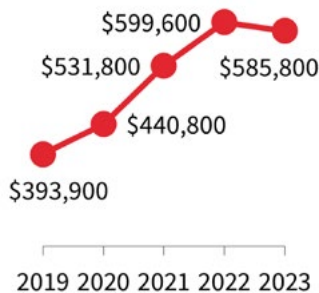
Acres of parkland per 1,000 Washoe County residents. The National Recreation Planning Association recommends a ratio of 6.25 to 10.50 acres per 1,000 people.



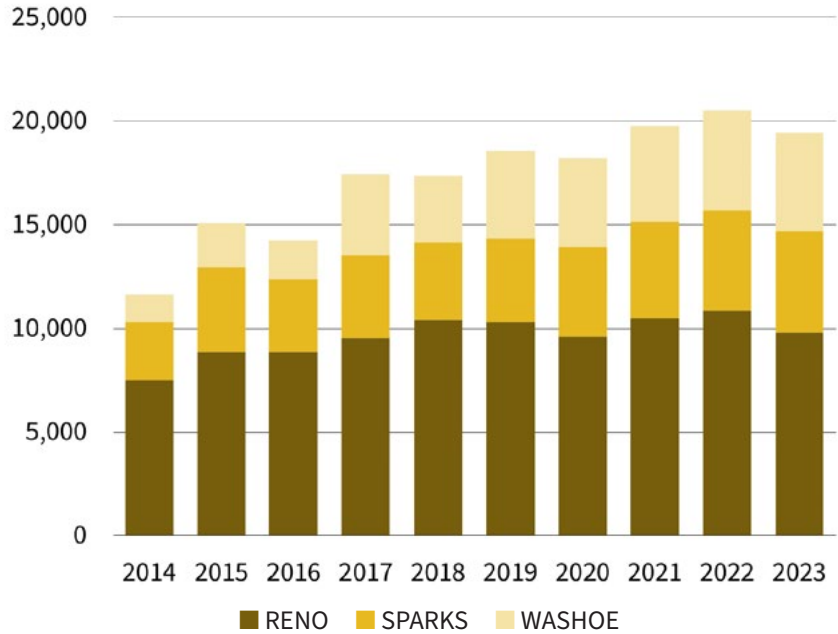
Median Sales Price Of Existing Homes

\$585,800

The median sales price for an existing single-family home in the Reno-Sparks MSA in 2023



Building Permits Issued by Jurisdiction



Building permits issued are one measure of a safely built environment, as well as measures of employment growth and property values.

Land Use Choices are a Blueprint for the Community's Design

Land use, housing, and infrastructure directly affect a community's quality of life by shaping its physical environment, sustainability, resource efficiency, and regulations to create a safe, prosperous, and sustainable area.

This quality of life area encompasses housing affordability, infrastructure development, land use planning, community services, environmental sustainability, and transportation accessibility.

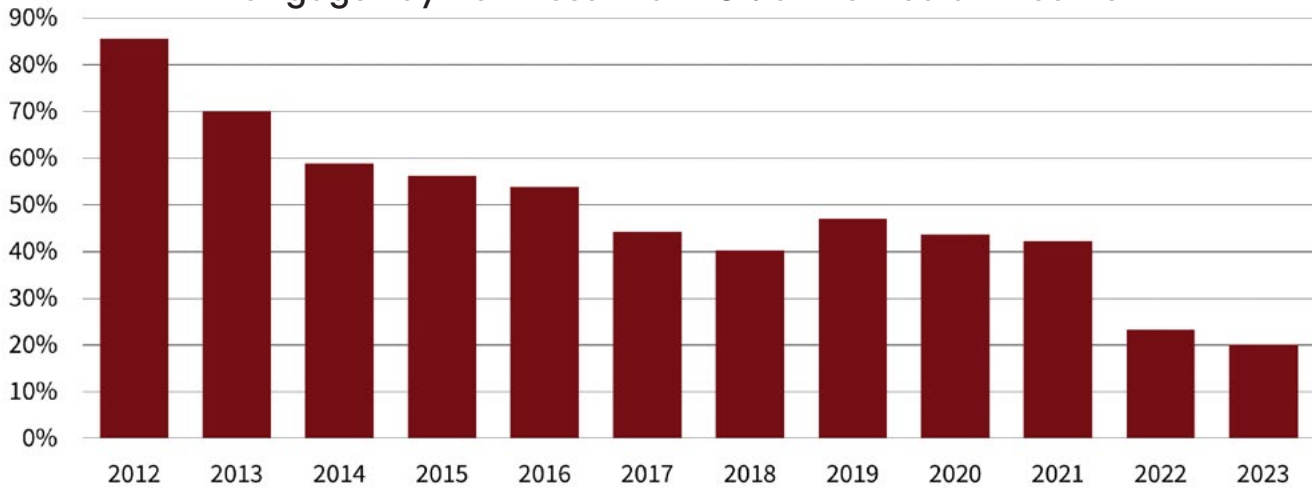
Land use choices influence how individuals work, raise families, and educate children in a safe, clean, and prosperous environment. Effective infrastructure enables residents to live comfortably and attract tourists and high-paying jobs, contributing to a robust economy and secure community.

Both land use and infrastructure impact housing through zoning regulations, development policies, and transportation access. The location and type of infrastructure determine the accessibility and desirability of housing areas. Additionally, land use planning can affect the availability of affordable housing, neighborhood characteristics, and the overall livability of communities.

DIGGING INTO THE DATA

The Land Use, Housing, and Infrastructure data in Washoe County provide insights into affordable housing, transportation, community development, and economic growth trends. It covers affordable housing challenges, transportation access, housing costs, disparities in housing affordability, commuting patterns, and initiatives to promote active transportation. Additionally, it includes information on community spending, median sales prices, severe housing problems, and median gross household rent.

Housing Opportunity Index: Percent of Homes Sold with a Mortgage Payment Less Than 28% of the Median Income



The Housing Opportunity Index, which measures the percentage of homes affordable to a family earning the local median income, has declined in the Reno-Sparks area from 58.8 in 2014 to 20.1 in 2023. The most significant decrease occurred during the COVID-19 pandemic.

The median sales price of homes has consistently increased, from \$247,500 in 2014 to \$585,800 in 2023. This rise has reduced affordability for families earning the median income.

Homeowners without a mortgage have experienced relatively stable housing costs compared to those with

mortgages, who face increasing expenses. Rent has increased from \$913 in 2013 to \$1,401 in 2022, reflecting an upward trend in rental costs. Costs for homeowners with a mortgage have increased from \$1,710 in 2013 to \$1,965 in 2022, reflecting a rising financial burden.

The HOI decline and the home price suggest a significant reduction in housing affordability for families with median incomes. The increase in rental prices suggests a rising cost burden on renters, affecting overall housing affordability. This trend highlights a growing challenge in providing affordable housing options.



SPONSORED BY TMRPA

Truckee Meadows Regional Planning Agency is committed to managing growth in a way that promotes collaboration and a shared vision for our region. Visit TRMPA.org



SPONSORED BY NEVADA REALTORS

Nevada REALTORS® provides services to more than 20,500 REALTOR® members throughout the Silver State. Visit NevadaRealtors.org



SPONSORED BY RTC WASHOE

Building a better community through quality transportation. RTC serves the citizens of Reno and Sparks along with unincorporated areas of Washoe County. Visit [RTCWashoe.com](https://www.RTCWashoe.com)

RESOURCES

Several strategies address land use, housing, and infrastructure in Truckee Meadows, ensuring sustainable growth while preserving the natural environment.

- ▶ **The Natural Resources Plan** aims to measure access and quality of the natural environment, focusing on factors like open space accessibility, proximity to public land, and trail connectivity. tmrpa.org/nrplan
- ▶ **The Truckee Meadows Public Lands Management Act** promotes economic development and affordable housing in Washoe County, enabling the sale of 15,800+ acres of public land. It benefits tribal communities, enhances conservation, protects public lands and recreation, and keeps land sale proceeds in Nevada for education and Truckee River restoration.
- ▶ **The Truckee Meadows Housing Strategy** addresses affordable housing demand by assessing current conditions and future needs, emphasizing development locations' impact on regional service costs. tmrpa.org/affordable-housing
- ▶ **The Truckee Meadows Regional Plan** is a collaborative effort by Reno, Sparks, and Washoe County, outlining a 20-year shared vision for land use and community development. tmrpa.org/2024-RPU

LAND USE

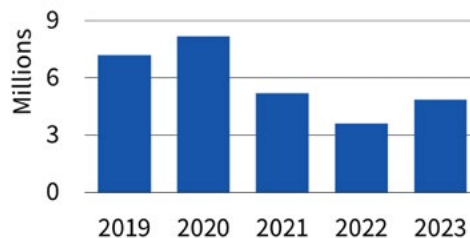
The data about land use in the Truckee Meadows suggests a dynamic environment characterized by fluctuating construction activity, evolving regional land development patterns, and the limited availability of developable land.

- ▶ **Construction Activity:** Overall, the number and valuation of building permits across Reno, Sparks, and Washoe increased significantly from 2014 to 2023, indicating robust construction activity.
- ▶ **Investment Trends:** The valuation of building permits in Reno and Washoe has shown substantial growth, reflecting increased economic investment in infrastructure and development.
- ▶ **Land Use:** Total built acres in Reno, Sparks, and Washoe have shown a trend of stabilization or slight reduction, which can be connected to the challenges of limited developable land.

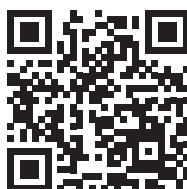
INFRASTRUCTURE

Infrastructure statistics reveal notable trends in public transportation usage and commuting habits. RTC's annual access and transit bus passengers experienced significant declines from 2014 to 2023, with the most substantial drops occurring during the COVID-19 pandemic. This reflects shifts in commuting behavior and potential issues with accessibility or public sentiment toward mass transit. Despite this, there was a slight recovery in transit bus passengers by 2023.

RTC Annual Ridership in Millions



Commuting patterns indicate a gradual increase in public transport use but a decline in biking and walking to work. The stability in workers driving alone suggests persistent reliance on personal vehicles.



LEARN MORE ONLINE

Scan this QR code to learn more about this Quality of Life Area or visit tinyurl.com/TMT-housing

MENTAL & BEHAVIORAL HEALTH.



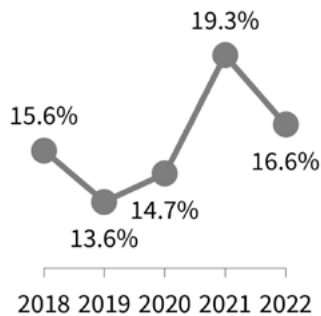
DATA BITES

More than 70 mental and behavioral health-related indicators are available on NevadaTomorrow.com.

Poor Mental Health for 14+ Days

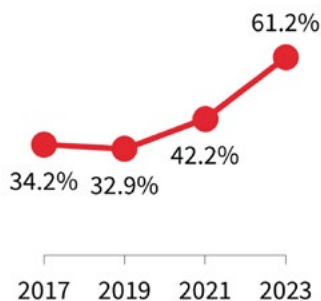
16.6%

Percentage of adults in 2022 reporting poor mental health for 14 or more days in the past month.

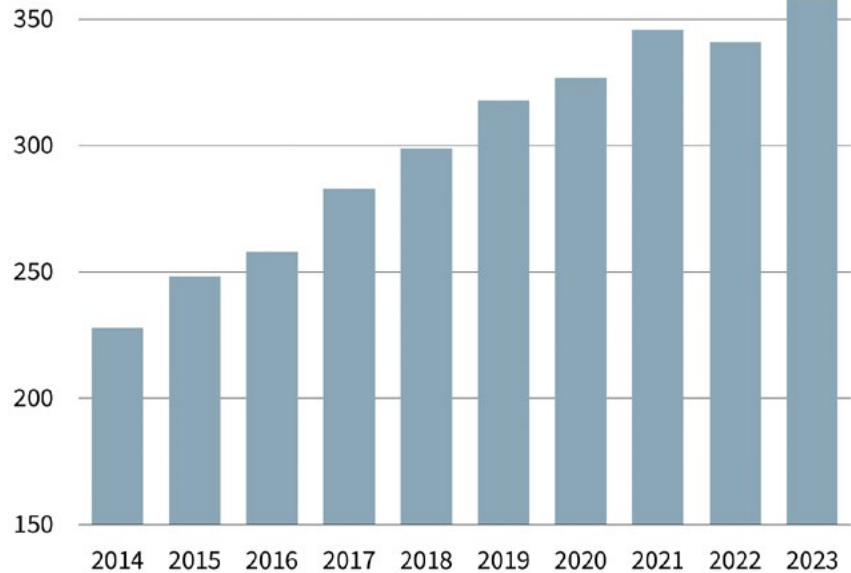


High School Students Who Have Ever Been Insulted By An Adult

61.2%



Mental Health Provider Rate



The data on the mental health provider rate from 2019 to 2022 shows an upward trend in the availability of mental health services, as measured by the number of providers.

Unravel the Link Between Mental Health, Behavior and Well-Being

Mental & Behavioral Health directly impacts well-being, productivity, and social stability. Understanding these dynamics helps communities address issues like rising depression rates and substance use, which affect public health and safety.

This data provides a comprehensive overview and highlights significant trends and changes in mental health diagnoses, substance use, and related behaviors.

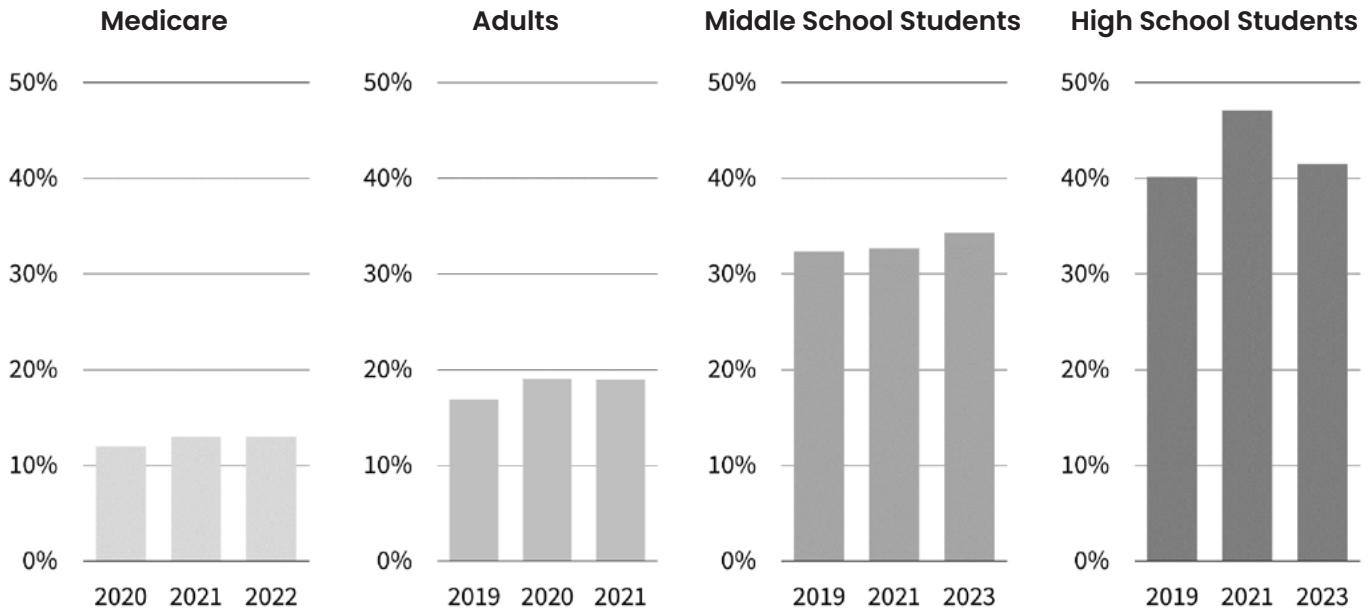
For example, trends such as the marked decrease in smoking rates (-15.82% from 2022 to 2023) suggest successful public health efforts, while increases in indicators like alcohol-induced mortality signal areas needing urgent attention. Likewise, the rise in mental health provider rates (+5.58% from 2022 to 2023) emphasizes shifting societal patterns and resource availability.

The data underscores the complex interplay between mental health, behavior, and community well-being, guiding policy and resource allocation decisions.

DIGGING INTO THE DATA

Broadly, the indicators of Mental and Behavioral Health can be grouped into six themes: mental health and depression, risk behaviors, social environment and support, substance use and abuse, suicide and self-harm, and violence and abuse. These indicators can also be considered through the lens of age groups to acknowledge the unique challenges faced at different life stages related to mental and behavioral health within a community.

Depression and Feelings of Sadness or Hopelessness



SUICIDE AND SELF-HARM

The data on suicide and self-harm presents a complex picture of fluctuating trends in Washoe County. Among high school students, those who seriously considered suicide peaked at 23.6% in 2022, showing a significant rise from prior years. Suicide attempts in this group increased to 12.6% in 2022, up from 9.9% in 2020, indicating rising distress levels. Meanwhile, the intentional injury (suicide) mortality rate fluctuated, with notable decreases of 25.18% in 2018 and 10.10% in 2019, but saw an increase of 12.78% in 2020. Middle school attempts were reported at 5.9% in 2020. The age-adjusted suicide mortality rate showed a decline to 19.9 deaths per 100,000 by 2020.

SADNESS, HOPELESSNESS, AND DEPRESSION

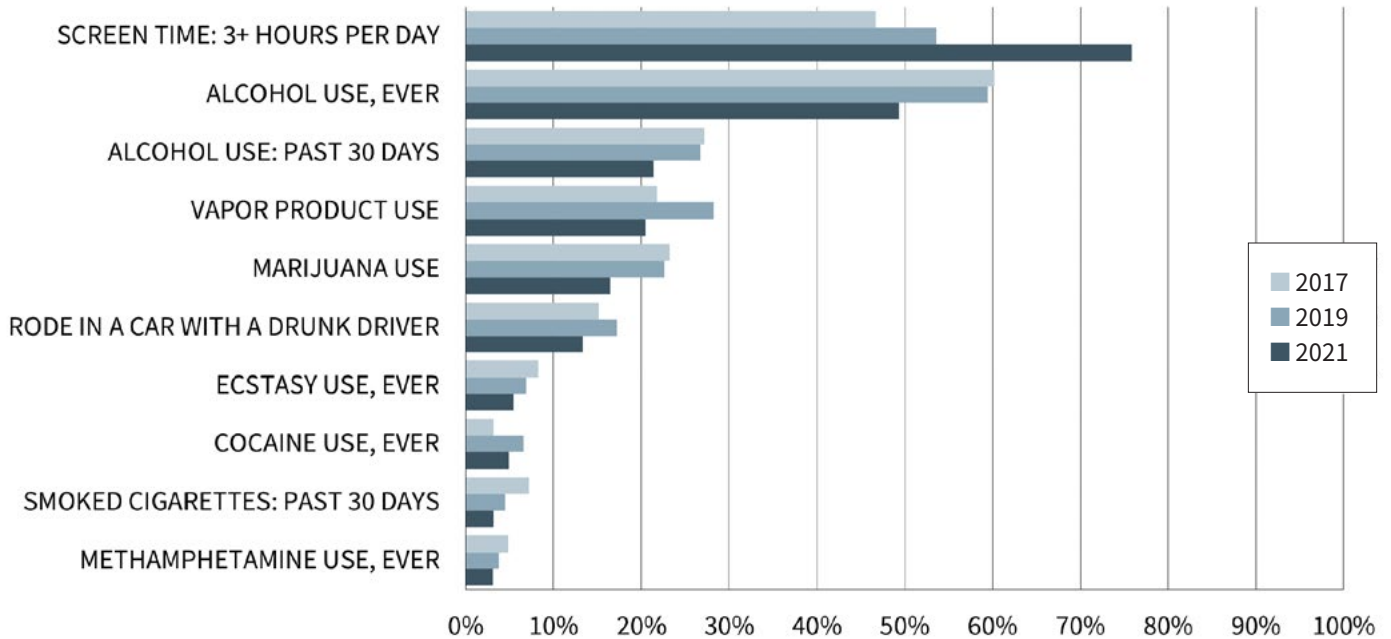
The data reveals a troubling increase in feelings of depression, sadness, and hopelessness across various groups. Among adults, the percentage ever diagnosed with depression increased by 5% over the last reporting period, indicating growing mental health concerns.

In the Medicare population, depression rates rose by 3%, underscoring vulnerability among older adults. High school students show a 4% increase in those feeling sad or hopeless, now affecting 40%, pointing to heightened emotional distress. Middle school students also experienced a 3% rise, with 28% reporting similar feelings.

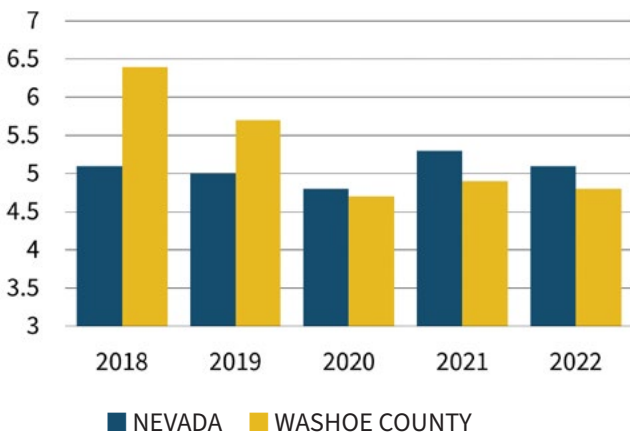
YOUTH RISK BEHAVIORS

Recent data on student risk behaviors show concerning patterns. The percentage of high school students who rode in a car with a drunk driver increased by 2%, now affecting 22%, highlighting ongoing safety issues. Excessive electronic use among high schoolers rose by 5%, impacting 50%, which may affect mental and physical health. Among middle school students, those who have ridden with a drunk driver increased by 3%, reaching 18%. Additionally, the percentage of people not physically active grew by 4%, now at 34%, raising health concerns. Excessive electronic use in middle schoolers climbed by 6%, affecting 46%.

High School Student Behaviors



Liquor Stores Per 100,000 Population



COMMUNITY PROGRESS

SUBSTANCE USE AND ABUSE

The data on substance use and abuse reveal distinct trends across different age groups. These trends indicate a complex landscape of substance use and abuse, with some positive trends among younger populations, such as reduced alcohol and cigarette use, contrasted by challenging increases in adult marijuana use and mortality rates related to alcohol and drugs.

LIQUOR STORE DENSITY

The data on liquor store density from 2012 to 2022 suggests a decreasing density of liquor stores, with significant declines after the peak in 2014. Overall, decreasing liquor store density can be part of a broader public health strategy to improve community well-being and address mental and behavioral health challenges.

VIOLENCE AND ABUSE AMONG YOUTH

Overall, both middle and high school students face significant challenges related to violence and abuse, with middle school students experiencing higher rates of electronic bullying and witnessing violence at home. High school students, while seeing some improvements in dating violence, continue to face issues with electronic bullying and verbal abuse. Almost two out of five middle school and high school students report being verbally abused by adults.



LEARN MORE ONLINE

Scan this QR code to learn more about this Quality of Life Area or visit tinyurl.com/TMT-mental

STRATEGIES/PLANS

- ▶ **2023-2028 Silver State Health Improvement Plan:** Statewide strategy to improve health services and address public health challenges.
- ▶ **Washoe County Community Health Improvement Plan:** Strategy to address identified health needs and improve community health outcomes.
- ▶ **Washoe Regional Behavioral Health Policy Board Annual Report 2023:** Details progress and initiatives in behavioral health policy and planning.

ORGANIZATIONS

- ▶ **Children's Cabinet:** childrenscabinet.org
- ▶ **Crisis Support Services of Nevada (CSSN):** cssnv.org
- ▶ **Hope Means Nevada:** hopemeansnevada.org
- ▶ **Join Together Northern Nevada:** jtnn.org
- ▶ **NAMI Northern Nevada:** naminorthernnevada.org
- ▶ **Nevada Peer Support Network:** nvpsn.org
- ▶ **Northern Nevada Adult Mental Health Services:** dphh.nv.gov/about/overview/nnamhs_overview/
- ▶ **Northern Nevada Child and Adolescent Services:** wccmhc.com/resource-directory/nncas/
- ▶ **Northern Nevada HOPES:** nnhopes.org
- ▶ **Stacie Mathewson Behavioral Health & Addiction Institute at Renown Health:** renown.org
- ▶ **University Health Psychiatry & Behavioral Health:** renown.org
- ▶ **Washoe Regional Behavioral Health Policy Board:** nvbh.org

COMMUNITY IN ACTION

Various initiatives and efforts in the Truckee Meadows Region aim to improve mental health infrastructure, awareness, and access.

WASHOE COUNTY

- ▶ **Behavioral Health Leadership:** The appointment of a dedicated administrator in 2024 aims to enhance the strategic coordination of mental health services, fostering efficiency and integration across county programs.
- ▶ **West Hills Behavioral Health Hospital:** Progress toward reopening by 2026 will expand local mental health treatment capacity, addressing a crucial service gap.
- ▶ **Jail-Based Mental Health Program:** The expansion of this program has improved mental health support within the justice system, aiming to reduce recidivism by addressing inmates' mental health needs.

WASHOE COUNTY SCHOOL BOARD

- ▶ **'Signs of Suicide' Program:** This program targets seventh graders, successfully raising awareness about suicide prevention and mental health support among students, leading to its extension.

WASHOE COUNTY CHILDREN'S MENTAL HEALTH CONSORTIUM

- ▶ **Youth Mental Health Summit:** This summit has facilitated community engagement and education on youth mental health, promoting dialogue and shared solutions.

CONGRESSIONAL ACTION

- ▶ **Tribal Access to Mental Health Services:** Senators Rosen and Cortez Masto's advocacy aims to improve healthcare access for tribal communities, addressing longstanding disparities.

UNIVERSITY OF NEVADA, RENO

- ▶ **Multi-Tiered System of Supports:** This initiative aims to improve student mental health through comprehensive behavioral interventions, improving emotional and educational outcomes.

RESOURCES

STUDIES

- ▶ **Renown Health Community Health Needs Assessment:** Evaluates health needs in the community, focusing on enhancing healthcare services and outcomes.
- ▶ **Washoe County Behavioral Health Profile:** Provides an overview of the region's behavioral health trends and needs.
- ▶ **Washoe County Community Health Needs Assessment:** Identifies health priorities and resource gaps in Washoe County to guide healthcare improvements.

NATURAL ENVIRONMENT.

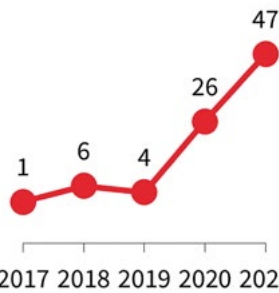


DATA BITES

Weeks Of Moderate Drought or Worse

47

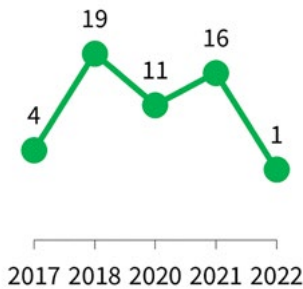
Significant water shortages and potential impacts on crops, water supplies, and ecosystems



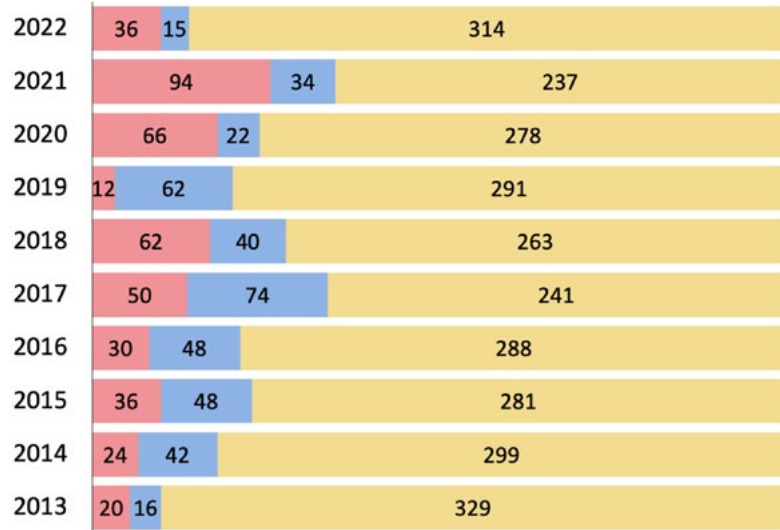
Air Quality Index: Number of Unhealthy Days

One day

Days with an AQI below 151-200 in 2023



Extreme Climate Events



■ DAYS WITH EXTREME HEAT
■ DAYS WITH EXTREME PRECIPITATION
■ DAYS WITHOUT EXTREME HEAT/PRECIPITATION

The "Number of Extreme Heat Days" highlight significant climate challenges in Washoe County. In 2022, there were 36 extreme heat days, with extreme heat being defined by temperatures exceeding the 90th percentile. These conditions pose severe health risks, particularly to vulnerable populations, and are a leading cause of weather-related deaths. The data underscores the increasing frequency of heat-related incidents.

Natural Resource Management Supports Healthy Lifestyle Practices

For many people, the beauty and recreational opportunities of the natural environment in the Truckee Meadows are a crucial reason they choose to live here. Access to clean air, safe drinking water, and scenic landscapes significantly enhances daily living and promotes a healthy lifestyle. The region's natural beauty also attracts residents and supports tourism and local businesses, contributing to economic vitality.

Measuring this Quality of Life Area provides a baseline for assessing the area's health, safety, and livability. Understanding pollution and resource management trends helps inform policy decisions and community actions to improve environmental conditions.

Environmental factors such as air quality and water safety influence public health, safety, and community well-being. Likewise, managing natural resources, such as water consumption and park acreage, reflects the community's sustainability practices and ability to support a healthy lifestyle.

NATURAL ENVIRONMENT

DIGGING INTO THE DATA

The available data includes air quality measurements, water contaminants, and natural resource management. These indicators provide insights into environmental challenges and progress, guiding efforts to enhance the community's quality of life by maintaining a healthy and sustainable natural environment.

WATER QUALITY

The water quality indicators for the Truckee Meadows area, as reported by the Truckee Meadows Water Authority, demonstrate that all measured contaminants, including arsenic, antimony, chromium, copper, fluoride, haloacetic acids (HAA5), and trihalomethanes (TTHMs), are below the EPA's Safe Drinking Water Act standards. This compliance ensures the safety and health of the community's drinking water. Regular testing and annual Consumer Confidence Reports provide transparency and maintain public trust in the region's water quality management.

COMMUNITY PROGRESS

TRUCKEE RIVER STEWARDSHIP

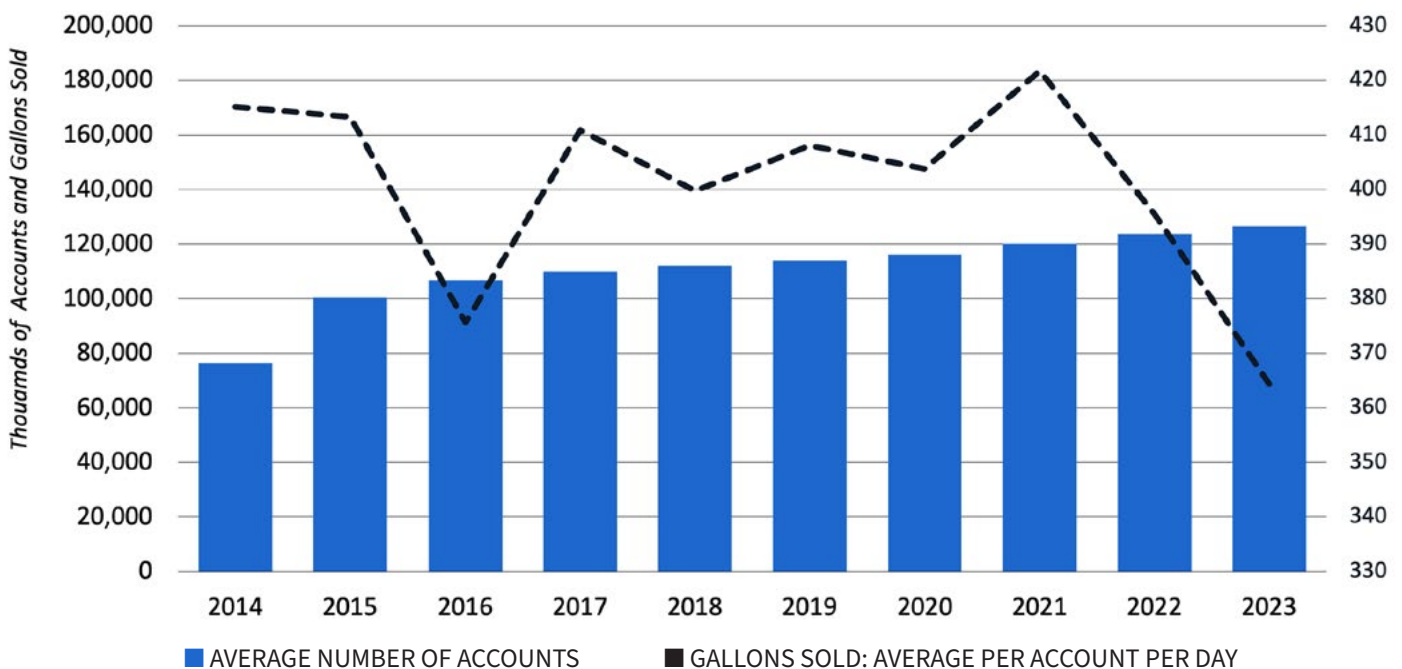
The community's engagement with educational programs related to the Truckee River has shown positive trends. In 2023, adult participation in these

programs increased by 14.3% from the previous year, reaching 1,152 participants. This rise indicates growing community interest and involvement in understanding the river's ecological and social significance. Additionally, awareness about the Truckee River's role in supplying 85% of the region's drinking water improved, with 86.9% of residents acknowledging this fact, up from 81.3%. These indicators reflect a heightened community commitment to environmental stewardship and water resource management, which is essential for sustaining the river's health and utility.

RESIDENTIAL WATER USE

Residential water use in the Truckee Meadows area is characterized by a significant focus on metered accounts, reflecting a shift toward more efficient water management. In 2023, the number of residential metered accounts increased by 2.4% from the previous year, reaching 126,635. This growth indicates a trend toward metered billing, which encourages conservation. Despite the increase in accounts, the average daily residential water consumption decreased by 7.9% to 364.33 gallons per account, suggesting successful conservation efforts or changes in consumer behavior. These trends highlight the community's commitment to sustainable water use and resource management in response to environmental challenges.

Truckee Meadows Water Authority: Water Sold to Residential Metered Accounts



Source: Truckee Meadows Water Authority Annual Comprehensive Financial Report for the years ended June 30, 2023, and 2022, pages 90 and 96.



Truckee Meadows Water Authority

Quality. Delivered.

SPONSORED BY TRUCKEE MEADOWS WATER AUTHORITY

TMWA is a not-for-profit, community-owned water utility. Our skilled workforce ensures the treatment, delivery and availability of high-quality drinking water for more than 440,000 residents. It aims to enhance the quality of life in the Truckee Meadows by delivering exceptional, customer-focused water services. Visit [TMWA.org](https://tmwa.org)

COMMUNITY IN ACTION

ONE TRUCKEE RIVER

One Truckee River (OTR) is a nonprofit that manages a coalition of public and private partners working together to ensure a healthy and thriving river connected to its community. Their Partnership Council includes 42 representatives from 32 local agencies and nonprofits collaborating to improve water quality, create a thriving environment, conduct education and outreach, and facilitate long-term management of the Truckee River, as guided by our Management Plan. Most recent programs include installing Portland Loo public bathroom structure along the river, one at Brodhead Park and another in John Champion Park, with a third installation scheduled for Reno City Plaza in downtown Reno.

SIERRA NEVADA JOURNEYS

Sierra Nevada Journeys offers outdoor, science-based education programs for kids that develop critical thinking skills and inspire natural resource stewardship. Using the outdoors as a classroom, SNJ combines school-based curriculum, field and residential experiential programs, and professional development for teachers to promote student achievement while building educators' capacity to teach their curriculum effectively. SierraNevadaJourneys.org

TRUCKEE MEADOWS PARKS FOUNDATION

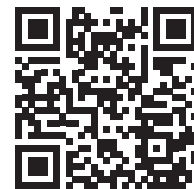
Truckee Meadows Parks Foundation is an independent nonprofit organization that supports parks and open spaces in Truckee Meadows, including Washoe County, Reno, and Sparks parks, through park-based educational and recreational programs, financial support for new and existing park infrastructure, and citizen advocacy for their parks. TMParksFoundation.org

NEVADA BUGS AND BUTTERFLIES

Nevada Bugs and Butterflies is a nonprofit providing hands-on science experiences to cultivate a love of the natural world. Its outdoor science center in Lemmon Valley features a butterfly house, live insects, interactive activities, a garden, and educational outreach programs for schools and youth groups in northern Nevada. NevadaBugs.org

RESOURCES

- ▶ **Truckee Meadows Water Authority Water Resource Plan:** Due to population growth and extreme climate variation, the Truckee Meadows Water Authority's 2020-2040 Water Resource Plan outlines strategies to meet the region's water needs. tmwa.com/wrp2020/
- ▶ **Washoe County Green Recovery Plan:** The Washoe County Green Recovery Plan focuses on strategies to reduce greenhouse gas emissions, enhance resilience, strengthen food security, invest in transportation infrastructure, and develop an urban forestry program. washoecounty.gov/sustainability/index.php



LEARN MORE ONLINE

Scan this QR code to learn more about this

Quality of Life Area or visit tinyurl.com/TMT-natural



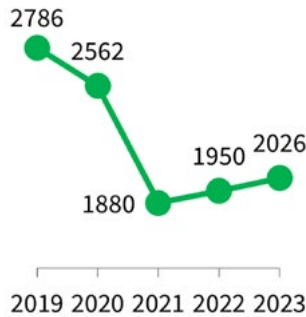
POVERTY & HOMELESSNESS.

DATA BITES

Children In Transition (CIT) Count

2,026

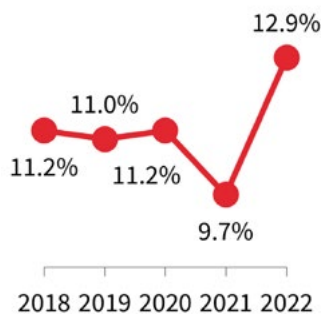
Number of students in WCSD identified as homeless during the year as of 2023.



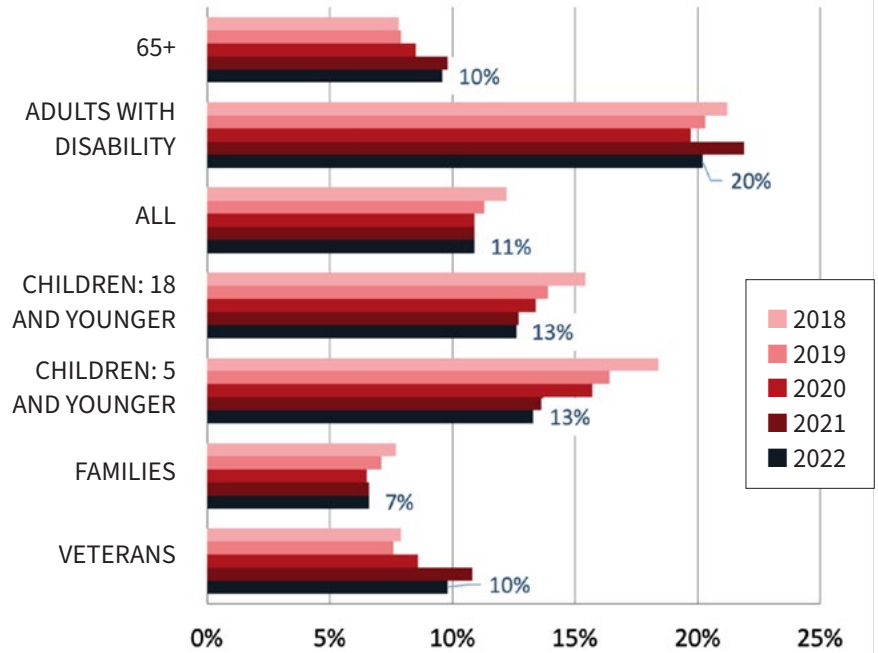
Food Insecurity Rate

12.9%

Percent of people who experienced food insecurity at some point in 2022



Percent of Population Living Below Poverty Level



Overall, the data shows a positive trend in reducing poverty levels among children, families, and adults with disabilities. However, there is an increase in poverty among seniors, highlighting a potential area of concern that may require targeted interventions.

This Indicator of Social Health Connects Many Areas Together

The Quality of Life Area of Poverty and Homelessness is a critical aspect of societal well-being, encompassing economic stability, access to housing, and overall social health. This area matters because it directly impacts individuals' ability to lead healthy, productive lives and affects community stability and growth. High poverty and homelessness rates can lead to increased healthcare costs, reduced educational outcomes, and heightened crime rates, creating a difficult-to-break cycle of disadvantage.

The data provides a comprehensive view of these issues, highlighting the prevalence of severe housing problems, food insecurity, and the number of individuals and families living below the poverty level. It also sheds light on specific vulnerable groups, such as children and veterans, who are disproportionately affected. By understanding these indicators, policymakers and community organizations can better target interventions to improve living conditions and promote economic and social equity.

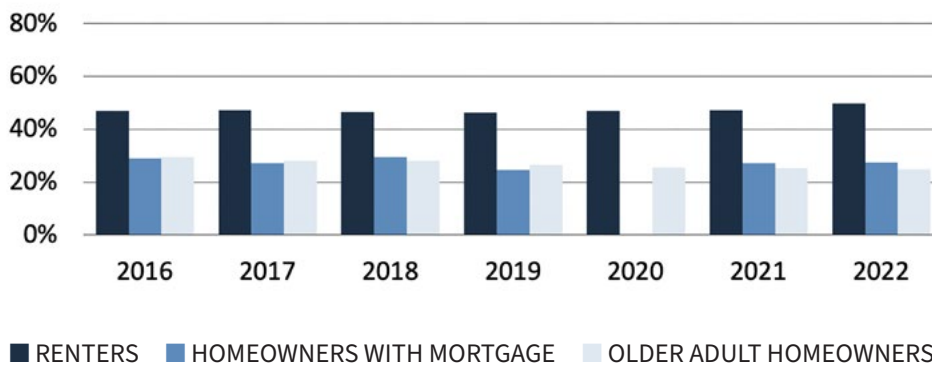
DIGGING INTO THE DATA

The data on NevadaTomorrow.com includes over 40 indicators related to poverty, housing insecurity, food insecurity, and other social determinants of health impacting the quality of life in the region.

The indicators provide a data-driven understanding of socio-economic and health challenges contributing to poverty and homelessness in Washoe County. They cover economic stability, housing affordability, food security, and health determinants, offering insights into vulnerable groups and economic disparities. The housing indicators assess affordability and stability while measuring access to adequate nutrition.

Many indicators provide data over time, allowing trend analysis to understand whether conditions are improving or worsening, which is crucial for policy evaluation and planning. By identifying areas with the greatest need, these indicators can guide the allocation of resources and the development of programs to address specific issues effectively.

Percentage Of Income Spent On Housing



The amount of household income spent on housing reveals significant financial burdens. Nearly half of renters spent at least a third of their income on rent in 2022. Almost one out of three homeowners with a mortgage spent at least a third or more of their income on housing, and older adult homeowners show a similar trend, with about a quarter of individuals affected.

COMMUNITY PROGRESS

POVERTY LEVELS BY DEMOGRAPHIC GROUPS

Several demographic groups in Washoe County are notably affected by poverty. Young adults ages 18 to 24 remain significantly affected by poverty, with almost one in five individuals living below the poverty level in 2022. Poverty also affected more than one in five Black individuals in 2022. The American Indian/Alaska Native demographic also shows a poverty rate of nearly one in five people.

PEOPLE EXPERIENCING HOMELESSNESS

Over the past decade, homelessness in Washoe County has shown concerning trends. The rate of homeless individuals per 100,000 increased from 267.3 to 332.2, indicating a rise of about 24%. The Point-in-Time count, a critical measure of homelessness, rose by 4% from 2023 to 2024, reflecting a growing issue. Meanwhile, the number of WCSD students experiencing homelessness decreased by 40% since 2020, suggesting progress in addressing youth homelessness. These trends highlight the complex nature of homelessness, driven by factors such as domestic crises, unemployment, and lack of affordable housing.

FOOD INSECURITY

Food insecurity remains an issue in Washoe County, affecting various demographics, particularly vulnerable populations. As of 2022, the overall food insecurity rate was 12.9%, reflecting a significant increase from 9.7% in previous years. Child food insecurity is particularly concerning, with 16% of children living in food-insecure households, up from 11%. Additionally, 40% of food-insecure children were ineligible for federal assistance in 2022. Seniors also face challenges, with about one-third reporting having to choose between paying for food or transportation and another one in six choosing between food and medical bills.



LEARN MORE ONLINE

Scan this QR code to learn more about this Quality of Life Area or visit tinyurl.com/TMT-poverty

COMMUNITY IN ACTION

CATHOLIC CHARITIES OF NORTHERN NEVADA

In 2023, Catholic Charities of Northern Nevada served over 114,000 households, providing 435,354 hot meals and 105,841 boxes of food to address food insecurity. They offer supportive living through the Battle Born Housing Plus program and launched the Elevating Families Program to empower parents and break the cycle of generational poverty. Their rental and utility assistance program provides a one-time financial bridge to prevent homelessness, having provided \$7,400 in utility assistance. These programs combine immediate actions and long-term support to reduce poverty and homelessness with measurable impacts on individuals and families. ccsnn.org

EDDY HOUSE

Eddy House's 24-hour facility includes an overnight shelter for up to 23 young adults and a results-oriented Community Living Program for 29 individuals. A new facility, slated for completion in 2025, will feature studio-style apartment living with essential amenities like kitchenettes, in-unit laundry, and offices for on-site support staff. Through various programs and services and over 55 community partners, Eddy House provides vital life skills classes, workforce development, healthcare assistance, and counseling. eddyhouse.org

WASHOE COUNTY HOUSING AND HOMELESS SERVICES

Washoe County Housing and Homeless Services offers essential services such as emergency shelter beds at the Nevada Cares Campus and at Our Place and leads the Northern Nevada Continuum of Care (CoC), a collaborative network of organizations and agencies working together to address homelessness in the region. The CoC is responsible for coordinating resources, services, and housing options for individuals experiencing homelessness. In addition to emergency shelter services, Washoe County Housing and Homeless Services programs encompass temporary housing and permanent supportive housing to individuals experiencing homelessness. washoecounty.gov/homelessness/

VOLUNTEERS OF AMERICA

Volunteers of America Northern California and Northern Nevada (VOA) moves people from homelessness to independence with love and dignity. VOA houses and shelters more than 1,000 people on any given night in the Reno-Sparks Area. VOA offers a unique continuum of housing options and services for people who are experiencing homelessness or struggling. Supports range from conducting outreach along the Truckee River to building rapport with people sleeping outside, to operating the Nevada Cares Campus emergency shelter, offering case management, and providing more than 400 units of affordable housing. voa-ncnn.org/

RESOURCES

- ▶ The **City of Reno** offers programs, such as the Clean and Safe Program, Reno Works, and the Housing and Neighborhood Development division, to address homelessness and related issues. reno.gov/community/homelessness
- ▶ The **City of Sparks** offers rental assistance and housing rehabilitation programs to assist residents with rental needs, prevent evictions, and provide financial aid for essential home repairs. cityofsparks.us/
- ▶ **Envision Washoe 2040** lays out a comprehensive strategy for development and growth over the next 20 years and prioritizes addressing affordable housing by promoting mixed-use projects and implementing regulations and incentives. envisionwashoe2040.org
- ▶ The **Reno Housing Authority** is a government agency that provides affordable housing assistance to low- and moderate-income families and manages various programs, including public housing and Housing Choice Vouchers. renoaha.org
- ▶ The **Washoe County Regional Homelessness Plan** outlines the strategies and goals to build a system that makes homelessness rare, brief, and non-reoccurring by focusing on centralized data sharing, coordinated outreach, faster housing placement, emergency shelter provision, accessible case management, and regional affordable housing initiatives. washoecounty.gov/homelessness/
- ▶ The **Washoe County Sheriff's Homeless Outreach Proactive Engagement (HOPE) Team** works to connect with homeless individuals, offer support services, and address quality of life concerns related to homelessness. washoesheriff.com

PUBLIC SAFETY & WELL-BEING.

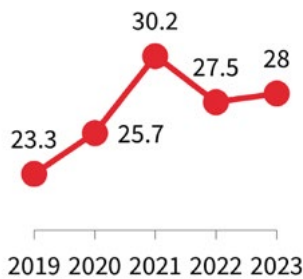


DATA BITES

Crime Index

28.0

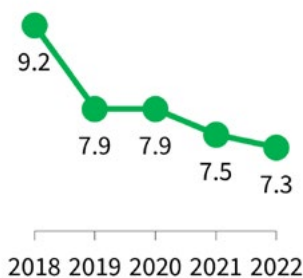
Rate of violent crime and property crime offenses per 1,000 population



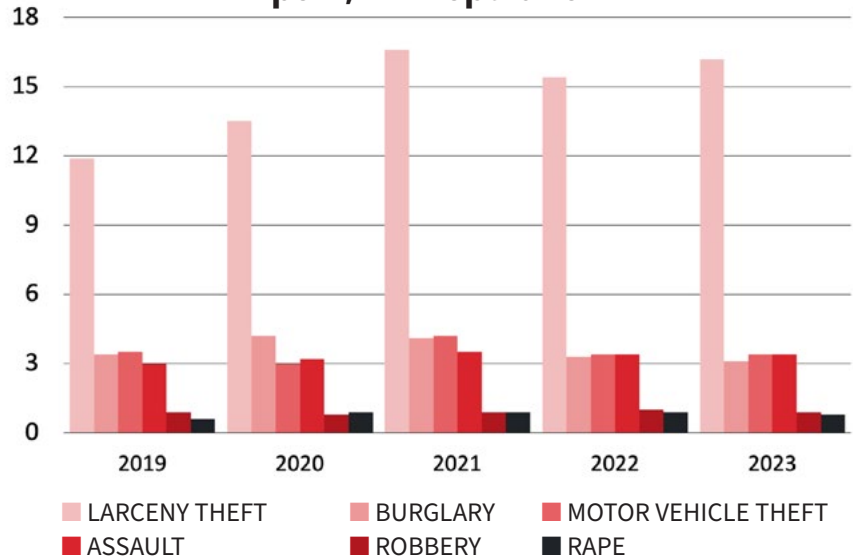
Domestic Violence Crime Rate

7.2

Rate of offenses per 1,000 population in 2023



Top 6 Crime Index Rate Offenses Rate per 1,000 Population



Overall, crime in Washoe County has been trending down, but is still above state levels. Arson and murder do not appear in the top six offenses.

Mixed Results Over Time Still Require Special Attention

Public safety and well-being encompass a broad spectrum of factors contributing to individuals' overall health, security, and resilience, as well as the larger Truckee Meadows community. This Quality of Life Area considers indicators such as crime and mortality rates, the prevalence of abuse and neglect, and the incidence of risky behaviors such as alcohol-impaired driving and how they impact the environment where people live, learn, and play.

Public safety directly impacts a region's health, economic development, and vibrancy because it affects individuals' freedom to live without fear, pursue opportunities, and maintain a healthy lifestyle. It influences everything from the independence of seniors to the educational focus of students and the productivity of employees.

Overall, the quality of public safety and well-being in Washoe County is mixed. While the crime index has generally declined, the unintentional injury mortality rate has risen, highlighting potential gaps in safety measures and prevention. Rates of child abuse have shown variability, as have firearm fatalities and motor vehicle accident mortality. Overall, while there are areas of progress, certain aspects of public safety and well-being require continued attention and targeted interventions to ensure a safer community.

DIGGING INTO THE DATA

The data provided for the Truckee Meadows offers a comprehensive look at various aspects of public safety and well-being, including crime rates, domestic violence, child abuse, and mortality rates due to firearms, homicide, and motor vehicle accidents. It also highlights the prevalence of sexual violence among students and the importance of maintaining safe schools and communities. The data serves as a critical tool for understanding the region's current state of public safety and well-being.

ELDER ABUSE CRIME RATE

The prevalence of elder abuse in Nevada and Washoe County has shown variability over time and decreased slightly between 3.5 crimes per 1,000 population in 2023 and 3.7 in 2022. Crimes against the elderly include abuse, neglect, exploitation, isolation, or abandonment.

COMMUNITY PROGRESS

CHILD ABUSE

In Washoe County, the landscape of child welfare has been dynamic, as illustrated by the indicators of child abuse referrals, substantiated reports, and removal rates. While the number of child abuse referrals or reports received decreased by 15% from 2022 to 2023, the percentage of substantiated reports increased by 10%, and the child abuse removal rate per 1,000 children decreased by 10%. In Nevada, abuse or neglect of a child means physical or mental non-accidental injury, sexual abuse or sexual exploitation, or negligent treatment or maltreatment of a child under the age of 18 caused or allowed by a person responsible for their welfare.

VIOLENT CRIME RATE PER 100,000 POPULATION

The violent crime rate per 100,000 population provides a measure of the frequency of violent crimes, which include offenses such as murder, rape, robbery, and aggravated assault. In Washoe County specifically, the rate for 2023 was 515.9, which is above the state value. The county's rate has also decreased from the previous year's value of 524.7, breaking an upward trend visible since 2019.



LEARN MORE ONLINE

Scan this QR code to learn more about this Quality of Life Area or visit tinyurl.com/TMT-safety

COMMUNITY IN ACTION

- ▶ The **MOST (Mobile Outreach Safety Team)** is a Nevada Behavioral Health (NVBH) program that provides crisis intervention and support services to individuals experiencing a behavioral health crisis in the Reno-Sparks area. nvbh.org/most/
- ▶ **REMSA Health** offers various community outreach programs focused on injury and illness prevention, health education, and community paramedicine. remsahealth.com/outreach/
- ▶ The **Reno Fire Department** offers a range of public education programs focused on fire safety and prevention. These programs include fire extinguisher training, fire station tours, and safety presentations for schools and community groups. reno.gov
- ▶ The **Reno Police Department's Community Action Officers (CAO)** work to improve the quality of life in Reno neighborhoods. renopd.com/outreach
- ▶ The **Sparks Fire Department's Community Services** division provides fire safety education and prevention programs to the community, including fire station tours and safety presentations. cityofsparks.us
- ▶ The **Sparks Police Department** is committed to providing residents and visitors with a safe and secure environment. cityofsparks.us
- ▶ The **Truckee Meadows Fire Protection District** provides fire prevention education and encourages community involvement through various programs. tmfpd.us/get-involved/
- ▶ The **Washoe County Human Services Agency** provides a wide range of services to assist individuals and families by offering support and resources. washoecounty.gov/hsa/
- ▶ The **Washoe County School District, Safe, and Healthy Schools Commission** is dedicated to ensuring the safety and well-being of students within the school environment. washoeschools.net
- ▶ The **Washoe County Sheriff's Office Community Engagement Office** focuses on building positive relationships between law enforcement and the community they serve. washoesheriff.com

DATA-DRIVEN DECISIONS.

What do I do now?

Now that you have read an overview of the community's important Quality of Life Indicators, what should you do with all this knowledge? Consider taking that information into the community, the legislature, the workplace, your nonprofit, or your home and using it to inform future decisions, policy, and actions.

LEARNING AND ITERATE

6

Review decision making steps, analyze what helped and what did not. Revise the goals, the idea, the policy, the process. Seek feedback. And try again.

ANALYZE RESULTS

5

Iteration is the key to success. Analyze decisions and KPI. Be honest and unbiased about why certain ideas succeeded or failed. Look deep into the motivations and remember that humans are always a huge variable.

COLLECT DATA

1

Use data from this report and our data portal, NevadaTomorrow.org, to help build context around a topic, issue, success, or failure in the community.

ANALYZE DATA, SET GOALS

2

The data can help driving goals, such as creating policy for the state, county, or city. Or perhaps it informs new guidelines in a smaller setting or personal context. No matter the case, step two should be creating measurable goals.

DATA-DRIVEN DECISION MAKING

We can make decisions by following our instincts, but the complexity of society-sized issues requires data-driven decisions.

EXECUTE THE PLAN

4

Begin the program, implement the policy, change the rules, whatever the action plan dictates. Prioritize important decisions. Any new ideas or implementations can wait for the next round.

CREATE AN ACTION PLAN

3

Gather the relevant stakeholders, constituents, organizations, or people who can help execute the goals. Work with these team members to create an action plan—including steps, rationale, timeline, and budget. Nothing happens overnight, so set realistic, actionable steps to accomplish the goal.

SPONSORS.

Thank you to our sponsors!



QUALITY OF LIFE CHAMPION:
Health & Wellness and Poverty & Homelessness

SILVERSUMMIT HEALTHPLAN

SilverSummit Healthplan is a managed care organization that will provide healthcare services to Nevada Medicaid and Nevada Check Up members in Washoe County. SilverSummit Healthplan commits to improving the health of the community one person at a time. Visit SilverSummitHealthPlan.com



QUALITY OF LIFE CHAMPION: Health & Wellness

RENOWN HEALTH

Renown Health makes a genuine difference in the health and well-being of the people and communities we serve. Renown Health, with our partners, will inspire better health in our communities. Visit renown.org



QUALITY OF LIFE CHAMPION: Health & Wellness

NORTHERN NEVADA PUBLIC HEALTH

NNPH strives to improve and protect our community's quality of life and increase equitable opportunities for better health. Visit NNPH.org



QUALITY OF LIFE CHAMPION

WASHOE COUNTY

Washoe County is committed to ensuring that all persons have equal access to and benefit from our programs and services. Visit WashoeCounty.gov



QUALITY OF LIFE CHAMPION

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QUALITY OF LIFE CHAMPION: EDUCATION & LIFELONG LEARNING
UNITED WAY OF NORTHERN NEVADA AND THE SIERRA

United Way of Northern Nevada and the Sierra believes that it takes the entire community to make change happen. By coming together to put our resources to work, we can solve our most pressing issues and create opportunities for a better life for all! Visit UWNNS.org



COMMUNITY CONNECTOR
NELL J. REDFIELD FOUNDATION

Engaging in a program of charitable giving focused on education, healthcare, medical research, care for women and children in need, and care for the homeless. Visit NellJRedfieldFoundation.org



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NV ENERGY

We are focused on delivering reliability, dependability, low prices and exceptional service to our customers. Visit NVEnergy.com

COMMUNITY CONNECTOR
MICK HITCHCOCK

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- City of Reno, Civic & Neighborhood Engagement
- Nevada REALTORS, Land Use, Housing, and Infrastructure
- Ozmen Center, Economic Well-being
- RTC Washoe, Land Use, Housing, and Infrastructure
- Truckee Meadows Regional Planning Agency, Land Use, Housing, and Infrastructure
- Truckee Meadows Water Authority, Natural Environment

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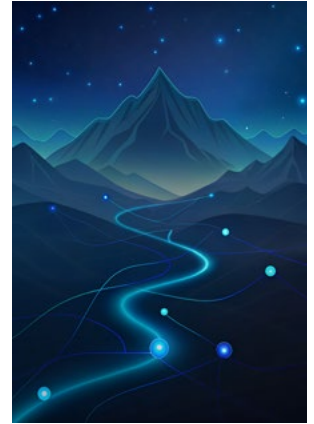
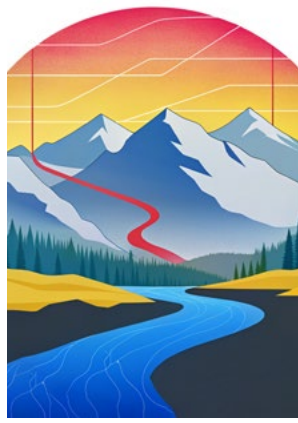
BRONZE FRIEND

- United Federal Credit Union
- Economic Development Agency of Western Nevada



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PARTNER WITH US


Truckee Meadows Tomorrow is a highly collaborative organization and we would love to explore ways to work together — from sponsorships, data impact storytelling, and learning more about organizations and people who use these data. Connect with us on social media, drop us an email, or send us a letter. Tell us how this data affect your work, your life, influence policy decisions, or program outcomes. Knowing how the community engages with this information helps inform our work, as well as breaks down silos in our region to help one another build a stronger community.

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CONNECTING DATA AND TECHNOLOGY TO REAL LIFE

As part of creating the cover image local storytelling agency Flanz Media used artificial intelligence image generation and Adobe Photoshop to produce a final image that shows the Truckee River merging into a bar graph that reaches toward the sky. Just like TMT's mission, Flanz Media's graphic artist used data to affect the outcome of the artwork. The goal was to find ways to connect images of flowing data and familiar landscapes in a way that did not favor a particular city, but also evoked immediate recognition of the region. During the process, we iterated dozens of images that spanned various styles from water colors, to psychedelic. These are some of our favorite results that lead to the final picture.