

Plan for Expansion

Imagine an UpValley where every senior adult was **strong** in mind, body and spirit, **connected** in meaningful relationships, and **giving** from the abundance of their lives. A place where people looked forward to their senior years as the richest time of life. A place where seniors facing the challenges of old age enjoyed a supportive community to cheer them on and had easy access to the resources they need.

The dream of Rianda House is not simply to provide activities for a small subset of older adults who are able to come to St. Helena, Monday-Friday 9-5. Our goal is to transform the entire UpValley into a model of how communities should embrace older adults. Our goal is to take Rianda House to every square inch of the UpValley, to be everywhere senior adults are.

The past 12 months have been a season of rapid growth. Participation is up 59% and people are asking for more. Supporters have indicated a willingness to back this growth. We are on the edge of significant expansion.

Three avenues for growth have opened up this year

- 1. Visit Me Today** comes to us gift-wrapped from Ben Hill who will be the primary lead. This new program will begin in July. The ultimate dream is to recruit and train an army of volunteers of all ages who provide companionship to older adults who are unable to get out of their homes or facilities. No lonely seniors in the UpValley. These volunteers will help us to connect older adults with our partners who can meet specific needs that go beyond the scope of our services.
- 2. Extended Hours** at Rianda House. This is low hanging fruit. By adding a second full time staff person, we can stagger hours to keep the center open from 8-8. Without the expense of building, we can increase our facility access by 50%. By offering classes in the evenings, we should be able to reach younger seniors, in their 50's and 60's, who are still working. We can also begin to shake the perception that we cater only to people in their late 70's and 80's. We could also consider offering an evening meal once a week for people who tend to be isolated in their homes. Maybe offer musical or other entertainment... Lots of possibilities!
- 3. Calistoga** (and beyond). We have made good inroads in Calistoga this year, adding four additional programs and dramatically increasing participation. There is work to do here and a lot of opportunity. A strong program in Calistoga would allow us to break into a lower income and Hispanic demographic. We are working with the UpValley Family center to coordinate this effort. It will involve connecting with city officials, the Brannon Center, and Mobile Home Community managers.

All three of these fit our strategic framework. Our recommendation is to pursue each thread. Keep taking the next step and evaluating. Remain adaptable and responsive as situations shift, allowing our values and the strategic plan to guide our decisions.

Our best guess as to what growth will look like over the next three years is provided on the next page.

	Current	By December 2023	By December 2024	By December 2025
Extended Hours	Mon-Fri, 9-5	<ul style="list-style-type: none"> • Mon-Fri 8-8 • Experiment and find what works. Stagger staff hours to be able to offer evening classes. 	<ul style="list-style-type: none"> • Mon-Fri 8-8 + Weekends 	<ul style="list-style-type: none"> • Mon-Fri 8-8 + Weekends
Visit Me Today <i>No one should have to be lonely</i>	None	<ul style="list-style-type: none"> • Begin in July • 20 visits, 1x/month 	20 visits biweekly	25 visits weekly
Calistoga (& beyond)	<ul style="list-style-type: none"> • 4/wk at the community center, • 2/wk in Rancho mobile home community 	<ul style="list-style-type: none"> • 2/week in 2 mobile home communities • 8/month in community center • Dedicated staff person (?) 	<ul style="list-style-type: none"> • Office: 4 hours/day, 5 days/week • 2-3/week in all three mobile home parks. • 12/month in community center 	<ul style="list-style-type: none"> • Office: Mon-Fri 9-5 • 4 classes/week in 3 mobile home communities • 14 classes/month in community center • Classes in Angwin/Pope Valley (if needed)
Engagements	900	1000	1500	2500
Staffing Needs	1 FT, 1 PT	2 FT, 1 PT	2 FT, 2 PT	3FT, 3 PT
Infrastructure Needs		<ul style="list-style-type: none"> • New check-in system (Mind & Body?) + train volunteers • Office in Calistoga • Office for VMT 		Office and access to facilities
To Do		<ul style="list-style-type: none"> • Connect with Calistoga City Council and Mayor • Connect with mobile home park managers • Coordinate with UpValley Family Center 	<ul style="list-style-type: none"> • Research Angwin, Pope Valley • Research ADA needs among UpValley older adults. • Improve ADA access to RH • Advocate for policy changes 	