**City Information**

City - State: Reno - NV  
Total Population: 246,500  
Source: 2019 Census ACS 5yr DP05

<table>
<thead>
<tr>
<th>Age Distribution</th>
</tr>
</thead>
</table>
| <18:             | 21.2%  
| >=18:            | 78.8%  
| >=65:            | 14.8%  
| Median Age:      | 35.8 |

**Race / Ethnicity**

<table>
<thead>
<tr>
<th>Race / Ethnicity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic or Latino:</td>
<td>24.7%</td>
</tr>
<tr>
<td>Black or African American:</td>
<td>2.6%</td>
</tr>
<tr>
<td>American Indian AK Native:</td>
<td>0.8%</td>
</tr>
<tr>
<td>Asian:</td>
<td>6.5%</td>
</tr>
<tr>
<td>Native Hawaiian Pacific Island:</td>
<td>0.8%</td>
</tr>
<tr>
<td>Other - 2 Or More Race:</td>
<td>3.3%</td>
</tr>
<tr>
<td>Other - 1 Race:</td>
<td>0.3%</td>
</tr>
<tr>
<td>White:</td>
<td>61.0%</td>
</tr>
<tr>
<td>Non-White:</td>
<td>39.0%</td>
</tr>
</tbody>
</table>

**Military Installation (if any)**

**Interesting Fact for City**

Reno has repeatedly been named one of the sunniest cities in the United States, averaging more than 300 days of sunshine every year.

**Mayor or City Leader Information**

| Role:             | Mayor  
| Name:             | Hillary Schieve  
| Political Affiliation: | Independent  
| Term Information:  | Term ends: 11/20/2026  
| Race / Ethnicity: | White  
| Gender:           | Female  
| Military Experience: | None Identified |

**County and State Information**

| County:           | Washoe County  
| County Population: | 456,936  
| Covid Vax Rate:    | 71.2%  
| Non-White Pop:     | 36.9%  
| Rural Jurisdiction: | No  

State Chronic Disease Director: Lily Helzer, Nevada Division of Public and Behavioral Health

Updated: 05/22/2023
## Mayor Social Media

<table>
<thead>
<tr>
<th>Platform</th>
<th>Status</th>
<th>Followers</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter:</td>
<td>Active</td>
<td>15.1K</td>
<td><a href="https://twitter.com/MayorSchieve">https://twitter.com/MayorSchieve</a></td>
</tr>
<tr>
<td>Facebook:</td>
<td>Active</td>
<td>6.2K</td>
<td><a href="https://www.facebook.com/MayorHillarySchieve">https://www.facebook.com/MayorHillarySchieve</a></td>
</tr>
<tr>
<td>Instagram:</td>
<td>Active</td>
<td>8,628</td>
<td><a href="https://www.instagram.com/mayorschieve/">https://www.instagram.com/mayorschieve/</a></td>
</tr>
<tr>
<td>YouTube:</td>
<td>None Found</td>
<td></td>
<td></td>
</tr>
<tr>
<td>as of:</td>
<td>01/29/2023</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## City Social Media

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<tr>
<th>Platform</th>
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<th>Followers</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter:</td>
<td>Active</td>
<td>60.2k</td>
<td><a href="https://twitter.com/CityofReno">https://twitter.com/CityofReno</a></td>
</tr>
<tr>
<td>Facebook:</td>
<td>Active</td>
<td>35k</td>
<td><a href="https://www.facebook.com/cityofreno/">https://www.facebook.com/cityofreno/</a></td>
</tr>
<tr>
<td>Instagram:</td>
<td>Active</td>
<td>23.4k</td>
<td><a href="https://www.instagram.com/CityofReno/">https://www.instagram.com/CityofReno/</a></td>
</tr>
<tr>
<td>YouTube:</td>
<td>Active</td>
<td>2.82k</td>
<td><a href="https://www.youtube.com/CityofReno">https://www.youtube.com/CityofReno</a></td>
</tr>
<tr>
<td>as of:</td>
<td>01/29/2023</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## MWTM-Vax Campaign Video Information

- # of Videos: 2
- Language(s): English
- Roles Featured: Mayor
- Outreach timeframe: Social media: Dec 09 - Dec 31, 2022