

Executive Summary West U 2020 Senior Survey

Importance and Service Quality

- Senior Services were used by 27% of survey respondents ages 65+, 17% of survey respondents ages 50+ and 3% of respondents ages 64 and under. Respectively, 27%, 22%, and 14% of respondents in these groups (65+, 50+, and under <64) reported they used the Community Building.
- Very few respondents indicated they were unsatisfied with Senior Services. All indicators were below 5% except for concerns indicated about parking at the Senior Center and sidewalks.
- Overall, various target groups expressed satisfaction with the services offered. Additional analysis of qualitative indicators will be provided to the Parks and Recreation Department staff to better understand possible target group preferences and understand if adjustments are necessary and feasible.
- Satisfaction levels reported a clear need to review available parking at the Community Building (subset target groups reported 16% - 26% dissatisfaction as well as 23% - 32% neutral) and sidewalks for about 10% of respondents.
- Senior Programs were considered affordable by over 70% of respondents who know about the services and are age 50+.
- Respondents indicated benefits for physical activity, social interaction and time with family and others at parks. Programs offering physical activity, intellectual stimulation and transportation were ranked high importance by 71%, 66%, and 63% respectively of respondents age 65 plus.
- Senior Services were consistently ranked of medium to high importance by more than 90% - 95% of respondents of all age groups, with the exception of targeted efforts such as theme meals which were still of medium to high importance for almost 80% of respondents.

Opportunities for Communication and Outreach

- There is an opportunity to inform the general population about Senior Service programs and the Community Building. Essentially, educate everyone on what they have locally. Lack of knowledge inherently increases as the age of respondent decreases. Residents reported the least familiarity with targeted services such as trash assistance, theme meals, and handyman services.
Lack of knowledge about specific services was reported by:
 - 50% - 94% of those under 64.
 - 42%- 87% for those 50+
 - 29% - 86% for those 64+
- Lack of knowledge is an historic issue faced by park and recreation agencies. As information overload continues to be an issue in modern times, the field, in general, has additional need to develop and implement diverse and targeted communication outreach plans.

Feasibility Analysis for Future Support and Growth: Importance – Supply – Future Demand

- Survey respondents are about five years, on average, older than those who reported six years ago. The average length of time lived in West U also increased since the previous survey. Decision makers need to review demographic trends for West U to confirm if West U is aging.
- Currently, Senior Services is staffed by approximately 2 full-time employees – serving 27% of seniors participating in the survey. Level of importance of these programs reported by participants of all ages indicate a need to ensure adequate staffing and facilities are available for programs and that the City is ready to respond if or as the Senior population increases in West U.

Respondents

- There were a total of 1268 residents that participated in the survey, in which 49% were male and 51% were female.
- Of the participants, 46% were park users.
- There was a good representation in geography, gender and household composition.
- There was overrepresentation of the Senior 65+ population.

Participants Age Demographics	
Age Range	Percent
18 – 30	1%
31 – 49	24%
50 – 64	32%
65 – 74	30%
75+	13%