

MEETING DATE: 12/07/2021
DEPARTMENT: Parks and Recreation
DIRECTOR: Ron Smith
POM AGENDA ITEM: Senior Advisory Board Survey Report
RECOMMENDED ACTION: Board Report

ITEM SUMMARY

The Senior Advisory Board completed a community wide survey in January 2021 for adults 55+, designed to assess their needs, their awareness and their use of the City of Plano's facilities and services.

BACKGROUND

The purpose of the Senior Advisory Board is to keep the City Council informed about areas of concern and issues that are important to the senior community. As a result, the Research and Surveys subcommittee conducted its first 55+ survey in October 2016, and the results were presented to the City Council in 2017. Recommendations from the survey brought about increased focus on communications by the city resulting in enhancements to the City of Plano website, and the development of the online monthly *SAGE* publication. The survey also provided insight into other areas that are most important to seniors. The intent is to conduct the survey every two years.

According to the 2020 survey results, the top five concerns of adults 50+ are:

1. Staying healthy
2. Traffic
3. Home maintenance
4. Keeping up with technology
5. Physical safety/security

Most common write-in concern: Property taxes

The Senior Advisory Board recommends the following four actions as a result of the survey findings:

1. Promote and continue to support the Senior Biweekly Care Call program to address senior isolation concerns.
2. Broaden and increase promotion of the Wellness Center for Older Adults to provide options related to social, healthcare, legal and other services for the 55+ Plano population. Devise and implement additional resources for growing number of older adults lacking reliable assistance from family or friends.
3. Duplicate information helpful to older adults in multiple City publications, especially publications that are delivered free to homes like Community Impact and utility bills. Increase *SAGE* circulation.
4. Continue to do this Survey every even year for comparison purposes. And continue to deliver the survey online for a sixty day period with a similar promotion schedule as the 2020 survey.

FINANCIAL SUMMARY/STRATEGIC GOALS

This item has no financial impact.

ATTACHMENTS:

Senior Advisory Board 2020 Plano 55+ Survey Report