Plano City of Excellence

Memorandum

Date: March 10, 2017

To: Bruce Glasscock, City Manager

From: Mark D. Israelson, Deputy City Manager

Subject: 2016 Plano 55+ Survey

According to the 2010 Census the senior population, citizens age 55 and over, were the fastest growing segment of the Plano community. Communication and engagement with these citizens are important for the City of Plano and are the focus of the Senior Citizen Advisory Board.

In late 2016, the City of Plano staff assisted the Senior Citizens Advisory Board in conducting a survey of the senior community throughout the City of Plano. The focus of the survey was to determine the level of awareness of various services and areas of greatest concern. The survey was conducted electronically (Plano website, Nextdoor) as well as hard copy (Libraries, Recreation Centers, Senior Living Centers) and 1,366 responses were received. A complete copy of the survey and results are included as an attachment to this memo.

City staff is continuing to analyze the results to look for areas where the City can further connect with our senior citizens after hearing their comments/responses. Staff has already taken immediate action on several issues including:

- Worked with the committee to print surveys for distribution as well as publicized the electronic version on the City Webpage
- Modified the City of Plano website to include a Senior Resources button on every page within the site
- Remodeled the Senior Resources webpage to make it easier to find key issues
- Worked with the committee to change the name to avoid the acronym SCAB. The recommended name is the Senior Advisory Board, which is acceptable to the Board, and will be sent to the City Council for formal approval

Attachment: *2016 Plano 55+ Survey Final Report*