

Coronado Senior Center Community Survey Analysis

Background

The City of Coronado and members of both the Coronado Senior Center and the Lawn Bowling Club, shared user of the Senior Center agree that the present Center structure is in great need of significant repair or replacement, in order to serve the mature residents of Coronado, now and in the future. But before a definitive plan can be created, it is important to have a mechanism by which they can ascertain the needs of the current users of the Senior Center and those you are eligible and are not participating and those who will be eligible in the near future.

Process and Community Input

In order to reach as many mature Coronado residents as possible, and allow them to have a voice in the pre-planning stage, a survey was designed and administered throughout the community, both as an on-line survey (Survey Monkey) and as a paper/pencil survey. Distribution of both survey's were done through local media (local paper), on-line websites, presentations at community meeting/service clubs.

The survey was developed, in part, from interviewing key informants, working with the City Recreation staff and with the local advisory committee, made of Senior Center members, Lawn Bowling member, City staff and concerned citizens. The instrument was evaluated several times by all of the above and a final instrument was agreed upon. Both the electronic survey and the paper/pencil survey were pre-tested for usability, consistency and any errors. Both instruments were launched on December 3rd and remained in the field for two weeks and 2 full weekends.

An incentive raffle was offered to help increase participation. The raffle provided two, randomly selected survey respondents, each receiving a \$75 Amazon gift. Both electronic and paper/pencil respondents, who chose to provide their contact information, had an equal chance of being drawn. All surveys were assigned a number, which were then randomized using a computer program. The program selected two, one happened to come from an electronic survey and one happened to come from a paper/pencil survey. The cards were mailed to the respondents, with the contact information that they provided.

Data Analysis Results

We had a total of 323 respondents, with approximately 2/3 opting for the online survey and the remaining 1/3 taking the paper/pencil survey. All took the entire survey without dropping out, most answered all questions, with a few exceptions. Twenty-seven percent "refused to answer" the income questions, it is standard and expected that up to 33% will not answer this question, and approximately 15% did not answer regarding their source of income, again this is expected and not surprising.

Over all the process went well, but we did discover a miner error in the dissemination of the paper/pencil survey. It appears an older version of the survey was printed and handed out in some cases, resulting in 76 respondents not having access to one response category (Q33.7) regarding

choosing the option of the type of internet search engine a respondent might prefer when accessing information in their community.

Demographics of Description of Respondents

In general respondents were predominately white non-Hispanic, married or living with a partner or significant other, between the ages of 50 and 69; college educated, retired and with a household income over \$100,000, most own their home

Gender

- Women comprised **68%** of respondent, with Men being at **32%**

The entire senior population, which the Census categorizes as 65+, is comprised of **56.4%** female and **44.3%** male, the survey captured a higher rate of women respondents, which is typical in most surveys; we also allowed the opportunity for younger adults to respond to the survey.

Age

Respondents ranged in age as follows:

- **8%** under 50 years of age
- **41%** between 50-69 years of age
- **34%** between 70-79 years of age
- **17%** were 80+

It is important to note that mature adults stay relatively healthy and active right into their 70's, but as they near 80 and beyond this is when serious health issues can take their toll and Senior's can often become more frail and in need of assistance with their daily living routines. The majority (**75%**) of survey respondents as a whole were between 50 and 79 years of age.

Race/Ethnicity

A very large majority (**90%**) of survey respondents were classified as White, Non-Hispanic, which is a little higher than the general population. According to the 2010 Census **73%** of the entire Coronado population (all ages) are White, Non-Hispanic. We expect that there will be some change in diversity over-time, as there is more diversity among the younger population in Coronado, so as they age into mature adults, we would expect the diversity to reflect that.

Respondents to the survey self-reported as:

- **90%** White, non-Hispanic
- **2%** Hispanic
- **1%** Asian or Pacific Islander
- **1%** Mixed Race
- **6%** refused to answer

Marital Status

- **66%** of respondents were married or partnered; living with spouse/partner
- **22%** were widowed, divorced or separated
- **9%** single
- **2%** refused to answer

Education Levels of Survey Respondents

A large majority (**79%**) of survey respondents has a least a four year college education or higher, with only **6%** having a high school education or a GED.

- **13%** Trade School or some college (includes an AA degree)
- **37%** four year college degree
- **30%** had a Master's degree
- **8%** Professional degree
- **4%** had a Doctorate
- **2%** refused to answer
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Income levels

Not surprising with a highly educated population, comes higher household incomes; **34%** of survey respondents have an annual household incomes of \$100,000 or more. Only **15%** of respondents had a household income of \$49,999 or less and, **23%** had an annual household income between \$50,000 and \$99,999. One percent indicated they didn't know and **27%** refused to answer.

Sources of income included (note respondents could choose more than of source)

- **50%** Social Security
- **35%** Private retirement sources (401k, 403b, Savings, etc.)
- **23%** from wages, salaries, commissions, bonuses, tips
- **20%** Non-Social Security retirement, survivor or disability pmts.
- **19%** Veteran's Payments or Pension
- **15%** Refused to answer
- **14%** Self-employment
- **2%** Supplemental Security Income (SSI)
- **1%** didn't know

Current employment/retirement status of respondents

- **68%** are retired and Not working for wages
- **16%** are working full-time (not retired, working 30 or more hrs. per wk.)
- **5%** are retired AND working for wages part-time (20 hrs. or less per wk.)

- **5%** working part-time (20 hrs. or less per wk.) and are NOT retired
- **2%** are retired AND working for wages full-time (30 hrs. or more per wk.)
- **2%** Not in the labor market; full-time homemaker
- **2%** refused to answer

Home ownership

Again higher education brings higher household incomes which leads to a higher percentage of home ownership as demonstrated here.

- **80%** own their own home
- **16%** rent or lease an apartment, condo or house
- **2%** refused to answer
- **1%** rent or lease a room from a home owner
- **1%** housing provided as part of their employment (in-home staff)

Living Arrangements

- **27%** Live alone
- **58%** live with another
- **5%** had 3 people in the household
- **6%** had 4 people in the household

10% of respondent had at least one child 17 years or younger living in their household

- **90%** said none
- **65%** had two
- **3%** had one
- **1%** had three

79% of respondents had at least one adult 40 years of age or older living in their household

- **65%** had two
- **25%** had one
- **2%** had three
- **2%** had four

Year's living in Coronado

Asked what year they became a resident of Coronado, we see a broad spectrum with greatest number between the 1970's through 2000, accounting for **69%** of the respondents, meaning the majority (**50%**) of respondents have resided in Coronado for over **24** to **63** years.

- **7%** between 1930-1949 (**64 to 83** years as a resident of Coronado)
- **17%** between 1950 -1969 (**44 to 63** years)
- **33%** between 1970's – 1989 (**24 to 43** years)
- **36%** between 1990's -2009 (**4 to 23** years)
- **6%** in the 2010+ (**3** years or less)

Future Residency

We asked if respondents had any plans on moving to another city within the next 5 years and if so why.

- **81%** said no
- **6%** didn't know
- **5%** were considering it
- **2%** said yes

Of the **7%** who indicated they were considering or planning on relocating

- **33%** indicated they wanted a change of pace in their life style,
- **27%** planned on moving to an "adult" or "retirement" community,
- **13%** were moving closer to family and/or friends,
- **14%** indicated they were on a fixed income and could not afford to maintain their lifestyle and/or their property taxes, another
- **13%** didn't give a specific reason for moving

Retirement Plans

Of the **24%** of respondents who have not yet retired **21%** of those indicated they did yet have plans for retirement, compared to **48%** who said they did, **22%** indicated they don't intend to retire at all and **9%** were not sure if they had plans or not.

Of those who believed they would retire **41%** said they expected to retire between the ages of 57 and 65; **36%** said they would retire between 66 and 70 years of age and **23%** said they would retire at age 71 or older;

Accessing resources and services for residents age 50 and over

- **78%** of those not yet retired said they, or a family member, would use such resources/services
- **18%** said maybe or didn't know
- **4%** said no

Current Participation, Volunteerism and Utilization of the Senior Center

- One third (**33%**) of respondents had never accessed the Coronado Senior Center
- **35%** said they had
- **25%** participated with a family member
- **6%** had a family member who participated
- **1%** didn't know if they had ever used the center or not

Of those who indicated they had accessed the Senior Center **80%** had joined in the last decade; with **43%** of those having joined between 2010 and 2012; **26%** started participation between 2007 and 2009, **11%** joined between 2004 – 2006, **12%** started participating between 1996 – 2003 and **10%** joined in 1995 or earlier.

Participation in the Senior Center increases with age, as would be expected, and drop significantly at 80 and older, as seniors become more frail and less mobile or no longer need the services. The two largest age groups 9(60-69 and 70-79) account for **73%** of all participants.

- **5%** were under the age of 50 (most likely Lawn Bowling members)
 - **12%** were between 50 – 59 yrs. of age
 - **33%** were between 60 – 69 yrs. of age
 - **40%** were between 70 - 79 yrs. of age and
 - **10%** were 80+
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- **12%** of participants were Lawn Bowlers only
 - **71%** were Senior Center Participants only, and
 - **18%** participated with both the Lawn Bowlers and the Senior Center

Volunteer Participation

While **58%** of current users indicated that it was important to have opportunities in the community, a full **53%** of users had never volunteered their time at the Senior Center, **15%** rarely volunteered (only 1-2 time a year), **11%** said they sometimes volunteer (3 or 4 times in a year) and **20%** said they were frequent volunteers, volunteering 5 or more times in a year at the Senior Center.

Utilization

Of those respondents who have utilized the Center in the past, over half (**54%**) had either not been there in the last year or had rarely accessed it in the last year.

- **12%** had not been to the center within the last year
- **27%** had been once a month or less
- **15%** had used it more than once a month, but less than once a week
- **17%** used the center once a week during the last year
- **19%** frequent users accessing the center 2-3 times a wk.
- **8%** were heavy users at four to seven times per wk.

On average, **22%** of participants, who had been to the Senior Center in the last year spent one hour or less on their visit; **39%** stayed more than an hour but less than 3 hours, **36%** spent 3-5 hours and **2%** spent more than five hours, less than 10 hours (these participants were most likely staff and/or volunteers at the center).

Non-Users

We asked those who reported they had *never* attended, or participated in, any activities or programs at the Senior Center to tell us why. The number one reason cited (**55%**) was that they participate in other venues in the community, although **4%** indicated they did not know that Coronado had a Senior Center. Other top reasons included several ties for first, fourth and fifth place:

1. **21%** said the Senior Center is not designed for healthy, active people; **21%** said the Senior Center does not offer enough variety in programs/services
2. **18%** stated the building is too old and outdate
3. **17%** don't have the time
4. **16%** Don't consider themselves a "senior" and would not go to a "senior" center; **16%** felt it was not interesting or stimulating enough
5. **14%** think it's for very old, feeble people, and that they are active; **14%** were not yet 50 and not eligible to participate

Another **12%** indicated the lack of parking keeps them from participating and **8%** said the Senior Center is not open on weeknights or the weekends (the Center is only open a half day on Saturday and is closed Sunday) and **7%** reported that either staff, or current members, were not welcoming.

Satisfaction and Social-Emotional Connection

Senior Centers often act as a social hub for mature adults where they can relax and mingle with others that share a common chronological history with.

- **80%** of survey respondent who are current user rated the Senior Center as ***important to very important*** to them;
- **76%** felt that the quality of the programs were ***good to excellent***, while
- **19%** stated that the Senior Center was either ***not important or only somewhat important*** to them and
- **14%** rated the programs as ***fair to poor***, while
- **10%** had no opinion either way.

Of respondents who are current users

- **65%** reported making close friends since attending the Senior Center
- **60%** said they can rely on those friends
- **39%** reported that those friendship provided them with emotional security, and
- **59%** socialize with their center friends outside of the Center

Barrier to accessing the Senior Center, as reported by current users

Most (69%) users experienced no problems or barriers in accessing the Senior Center. But of those that did (31%) several of the barriers that prevented them from participating, or make it difficult for them to participate, have to do with the age and condition of the current facilities; this would be remedied with a new or remodeled building and added parking.

- 37% cited difficulty parking or having transportation problems
- 20% said the Senior Center building was uncomfortable/too hot/too cold
- 17% indicated that the center was too crowded/too many people
- 14% said they felt unwelcome by others at the Center or were self-conscious
- 5% reported they could not get help from the Staff
- 5% said cost was a factor and another
- 5% that they had a disability/health problem or that the Center could not accommodate their physical needs (e.g.: walker, wheelchair, vision or hearing needs)
- 2% experienced last minute changes in programs/activities and missed being able to participate in them

Social/Leisure Time

We then turned to all respondent (users and nonusers) to answer the question of where they like to spend the bulk of their social and leisure time. The number one answer for 76% of all respondents was their *home or the home of a friend*, second at 63% was the *library* and coming in third was tie with at 33% each for a *local coffee house* and the *Coronado Community Center*.

The remaining choices are as follows:

- 31% Coronado Senior Center
- 22% local book store
- 19% Coronado Golf Course
- 16% Coronado Lawn Bowling Club
- 15% Garden Club
- 13% Community Service Club
- 10% Coronado Tennis Club
- 2% Coronado Club Room and Boathouse

We asked if the Senior Center *expanded its hours* would you be more likely to participate in programs:

- 62% said yes, with 41% wanting both week nights and full weekends;
 - 9% wanted mainly week nights
 - 12% wanted mainly weekends
- 37% said no – not interested in the center or they go elsewhere

We asked if there were any **health concerns or barriers** that would prevent them from participating at the Senior Center; **78% said no, 13% had no opinion and 9% said yes**

Of the **9%** who said yes:

- **25%** said the lack of parking kept them from going
- **7%** Didn't drive or have transportation
- **7%** didn't have anyone to do things with
- **5%** are uncomfortable in a group setting and
- **4%** said the buses don't run close enough

Those that don't have access to transportation, are without companionship or who are uncomfortable in groups settings are at risk for social isolation, which has been shown to have a negative effect on physical and mental health. Individuals who are more social isolated are more likely to experience depression and take longer to recover from falls or illnesses. This illustrates the importance of having a Senior Center that structurally safe and accessible and that provides a warm and welcoming environment by staff and members alike.

When ask why they would **consider going somewhere else**, other than the Senior Center for their social/leisure activities the top 4 most important reasons reflected the need for easier access, better facilities and improved programing in order to attract new members.

- **44%** said for a *better choice of activities*
- **33%** said for *nicer facilities*
- **30%** said because *their friends go elsewhere*
- **24%** *Better parking*

Factors such as age restriction (50+), cost, having volunteer opportunities in the community, being unfamiliar with staff and even transportation rate among the least important reasons for not accessing the Senior Center, rating between 3% and 6% of responses chosen.

Programming Options: Current vs. Potential

Current users were asked to rate their interests in participating in various program activities from a list of services that are currently available to them, their top choices are provided in table below on the right side. We also asked both current users and nonusers to select their top choices of potential programs from 32 activities in seven categories. The top choices are listed in the table below on the left.

Most Popular Programs as Selected by Current Users	Top Programs as Selected by all Survey Respondents for the New Programing
40% Ice Cream Social	70% Yoga/Pilates/Tai Chi
38% Monthly Luncheon	63% Art/Language/Literature
36% Holiday Party	62% Local/National & World events
33% Lawn Bowling	60% Memory Strengthening
32% Fourth of July Hot Dog Sale	58% Explore the World - Navigating Medicare Coverage (2 way tie)
30% Monthly Breakfast	54% Travel Club – Food & Bev. Tasting – Book Reading Club (3 way tie)
24% Card/Board Games	53% Card Game
16% Casino Trips	50% Wine and Cheese Club

The least popular program activities are also listed from the same set of choices and are listed in the table below.

Least Popular Programs as selected By Respondent who are Current Users	Least Popular Programs as Selected by all Survey Respondents for the New Programing
1% Wii-fit	18% Jogging/Runners Club
2% Legal Services	19% Sailing
3% Creative Writing	27% Glee/Drama/Music Workshops
4% Knitting Club	28% Billiards/Shoot Pool
5% Book Reading Club	29% Meals on Wheels
7% Adventures of the Mind	31% Bicycling Club
9% Shooting Pool and AARP Safe Driving Class	32% Hiking/Camping Events

It is worth noting that for current users the greatest draw centers around social activities that include food oriented events. Also the Adventures of the Mind program was low in popularity with current users, but Memory Strengthening activities rated fairly high when all survey respondents were asked. The same can be said for the Book Reading Club, rating only a **7%** interest among current users, but garnering **54%** vote of interest when non-users are included.

The following tables list all potential activities respondents could choose from and their rating.

Health Promotion	Cultural/Educational Enrichment	Arts/Crafts/Hobbies
60% Memory Strengthening	63% Art/Language/Literature	44% Photography/digital arts
39% Health Screenings/Referrals	62% Local, National & World Events	43% Arts/Painting/Sculpting
39% Health Insurance help	58% Explore the World –Travel Tips	40% Crafts (knitting/Scrap Booking)
29% Meals on Wheels	52% Cards/Chess Classes	27% Glee/Drama/Music workshops

Programing Interests cont...

Physical Fitness Activities/Sports	Social Interaction	Group Activities/Clubs
70% Yoga/Pilates/Tai Chi	53% Regular Cards/Board Games	54% Travel Club
44% Dance (Swing/Ballroom/Latin)	53% Food/Beverage Tasting Events	53% Book Reading Club
43% Competitive Sports	38% Dances/Singles Mixers/Fund Raisers	50% Wine & Cheese Club
32% Hiking/Camping events	28% Billiards/Pool Tournaments	45% Lawn Bowling Club
		31% Bicycling Club
		19% Sailing Club
		18% Jogging/Runners Club

Life Skills/Assistance
58% Navigating Medicare Coverage
54% AARP Mature Driving Class
54% Support Groups (Alzheimer's)
50% Estate Planning, Tax Prep. Assts.
39% Counseling/Referral Support

Having a social/recreational center for seniors remain important to most respondents.

When asked if Coronado should continue to offer programs and services only to mature adults 50 years of age and older, a majority (61%) said **yes**, with only 21% reporting that they thought it should be available for all adults and 18% said they didn't know.

Some open-ended comments are provided below.

In support of the majority opinion:

"Definitely! They are underserved in Coronado! And they need a cheap or free place for lower income seniors to socialize and participate in activities."

"It took me a while to get to 64 years--now that it is a bit difficult to find jobs at this age; it's nice to have my age be a plus somewhere!"

"They currently welcome all ages which is fine. Seniors need to continue to have a quiet place of their own. The current way things are is great."

"...There needs to be an "adult's only refuge."

In support of the minority opinion:

"A mix of adults would bring more understanding for seniors."

"Some exceptions to increase participation i.e. Bridge, lawn bowling."

Physical Structure of future Center

We asked respondents to rate, how on a scale of one to five, with 1 being not important and 5 being very important, a variety of physical features that they could potentially have in a new Senior Center. The results are presented in tables below as they relate to one another for easy comparison.

Exterior

Score	1 Story Building	2 Story Building
Important/Very Important	46%	21%
Somewhat important/Neutral	24%/11%	39%/5%
Not Important	20%	35%
Score	Outdoor Patio	Roof Top Deck
Important/Very Important	82%	36%
Somewhat important/Neutral	5%/9%	31%/7%
Not Important	13%	32%

Score	Storage Lockers	Outside Access to RR	Outside Night Lights	Outside Access to Kitchen
Important/Very Important	49%	68%	61%	37%
Somewhat Important/Neutral	29%/7%	18%/7%	23%/6%	38%/7%
Not important	15%	8%	10%	19%

Summary: A majority of respondents would like a one story building that has an outdoor patio and would like that facility to include storage lockers, outside access to the rest rooms and night lights to accommodate evening activities.

Interior:

Score	Lg. Multi-purpose room	Open Concept Lobby	Dedicated Activities Rms.	Stage for Entertainment
Important/Very Important	83%	76%	62%	45%
Somewhat Important/Neutral	8%/5%	17%/4%	23%/8%	35%/7%
Not important	4%	3%	6%	13%

Score	Full Service Kitchen	Catering Kitchen	Deli-Cafe
Important/Very Important	61%	47%	43%
Somewhat important/Neutral	20%/10%	28%/11%	31%/11%
Not Important	8%	25%	32%

Note: While a majority of respondents indicated they wanted a full service kitchen, when asked how they envisioned using the kitchen over 70% said catering, potluck events and for special events and parties. Only 26% said for daily cooking. The selection of a full service kitchen vs. a catering kitchen may have more to do with not having a full understanding of the features and limitations of either.

Interior cont....

Score	Rooms w/Sound Control – Compatible w/hearing aids	Natural Light – Windows - Skylights	Automatic doors
Important/Very Important	70%	82%	73%
Somewhat important/Neutral	21%/7%	9%/5%	16%/7%
Not Important	15%	4%	3%

Score	Wi-Fi Access both in and outdoors	Electrical Outlets for charging personal electronics	Temperature controlled Rooms
Important/Very Important	75%	77%	63%
Somewhat important/Neutral	16%/2%	14%/3%	25%/6%
Not Important	5%	4%	6%

Summary: A majority of respondents would like a facility that has an open –concept lobby, automatic doors and a large multi-purpose room and a few rooms dedicated to specific programs/activities and that can be individually controlled for temperature. They want as much natural light and as many windows as possible. Ideally the facility should be designed with materials that will help reduce echo and are compatible with hearing aids. Additional features would include multiple electrical outlets that let users re-charge their laptops, phones, e-readers and tablets as they spend the day at the new Senior Center. The new facility should offer an up-to-date kitchen, but it may not need to be a full service kitchen.

Transportation/Parking Needs

A majority of respondents (67%) indicated they drive their own vehicle and the lack of parking was listed as one of the potential barriers to encouraging more participation among a broader range of mature adults. Respondents were provided a number of possible solutions to the lack of parking and asked to rank as to how acceptable or unacceptable they found each option. The results are provided in the following tables.

Score	Public Transp. AND additional parking	Dedicated Street Parking near by	Underground Pking under Center
acceptable/very acceptable	62%	61%	52%
Neutral	16%	22%	16%
Not Acceptable/Somewhat Unacceptable	22%/9%	20%/8%	22%/9%

Score	Public Transp. Close to Cntr. <i>Instead of Add. Pking</i>	Underground Pking under the Lawn Bowling Cntr.
Acceptable/very acceptable	48%	42%
Neutral	29%	22%
Not Acceptable/Somewhat unacceptable	13%/10%	28%/7%

Score	Under Ground Parking under Existing Street	Parking Structure Near by	Removal of Some Trees in order to add Parking
acceptable/very acceptable	32%	30%	22%
Neutral	26%	23%	14%
Not Acceptable/Somewhat Unacceptable	30%/11%	31%/15%	46%/19%

Summary: 62% of respondent were supportive of a transportation program coordinated by the Senior Center for the purpose of getting participants to and from the Senior Center. Equally acceptable options to a majority of respondents (62%) included additional parking and a public transportation, along with was for dedicated street parking near the center; 61% approved of having just dedicated street parking near the center. but a close second option was underground parking located under the new Senior Center, with 52% of respondents in favor of this option and only 22% strongly opposed. In addition, only 22% of respondents were in favor of removing some of the mature trees in order to gain more parking.

Marketing and Out Reach

We asked respondents who or what do they rely on to provide them information about events and activities taking place and around the Coronado community.

- **81%** said Media (newspapers, newsletters or websites)
 - 72% of those named the Coronado Eagle and Journal as their main source of information
 - 64% Use internet search sites such as Yelp and Google
 - 20% selected the eCoronado.com as their source
 - 4% said the City of Coronado Website
 - 2% cited CoronadoPatch.com and
 - 1% the City's Facebook Page
- **75%** turn to friends, family members, neighbors and co-workers
- **35%** said non-profit organization/groups was their sources (e.g.: AARP, Office on Aging, Coronado Senior Center)
- **30%** said their Religious Organization/institution
- **19%** indicated their Health Care provider as an information source

It is will be important to keep the community involved in the planning and once the new facility is up and running, and even more so to keep them coming in. It was surprising that some members of the community had no idea there was even a Senior Center in town, even if it was a very small percentage (4%).

Conclusions

- 1) It is clear that seniors want and feel they need a social/leisure center that they can call their own and most like calling it a “senior” center, as it is clear who it is meant for. Some even feel they have earned the right to have a place of their own.
- 2) Most respondents rated as valuing, and being highly motivated by, opportunities to socialize; this was nearly twice as important as the other values measured in Q23.
- 3) People want a modern facility that keeps a low profile (one story preferred by most), but provides them with the indoor space they need to enjoy a variety of programs and special events. They would like to see an open concept lobby, lots of natural light, one relatively large multi-purpose room.
- 4) Outdoor patio space for socializing is a high priority, as are restrooms accessible from outside the center, lockers for the Lawn Bowling Club members and night lighting.
- 5) Additional parking is important to them, but there were a number of options available that they found equally acceptable, as long as they did not have to sacrifice healthy mature trees to get more parking. Even some form of a transportation program was an equally acceptable option.
- 6) Most of the barriers listed by respondents will be resolved with a modern new structure, including being ADA compliant (accommodating individuals who may have disabilities and use a wheel chairs, walkers, etc.).
- 7) Programing wants and desires vary somewhat between the current users and the non-users, but a new facility would be able to accommodate a variety of programs and events that are currently popular and new programs that could bring more life and stimulation to the Center. A new kitchen and large multi-purpose room could easily accommodate the popular events centered on breakfasts, luncheons and holiday celebrations. Some professional assistance in the development and dissemination of programs specifically designed to engage seniors would raise the quality and participation of programs
- 8) A formal marketing plan to help inform and engage seniors (members and non-member alike) would be a great benefit to all and would greatly improve the outreach efforts.