

Senior Strategy Survey Results

Technology, Information & Communication
Commission Meeting

May 4, 2022



CUPERTINO



Background

- City Council Work Program FY 2021-2022
- Five Focus Areas
 - Technology
 - Housing
 - Transportation
 - Food Access
 - Physical and Mental Health
- Survey seeking to determine needs and awareness of services



Demographics

Tell us about yourself

I live in Cupertino	359
I work in Cupertino	17
I own a business in Cupertino	3
I do not live, work, or own a business in Cupertino	60

Are you a member of the Cupertino Senior Center?

Yes	194
No	256



Demographics

Age	
18 to 49	29
50 to 64	123
65 to 75	166
76 or older	141

Do you currently live with someone who is 50 years of age or older?

Yes	319
No	138



Technology

Resources Asked About

- Tech classes at the Cupertino Senior Center
- Public Wi-Fi in City buildings
- Public access computers at the Cupertino Library
- Cupertino Library resource workshops
- Get Setup (getsetup.io)

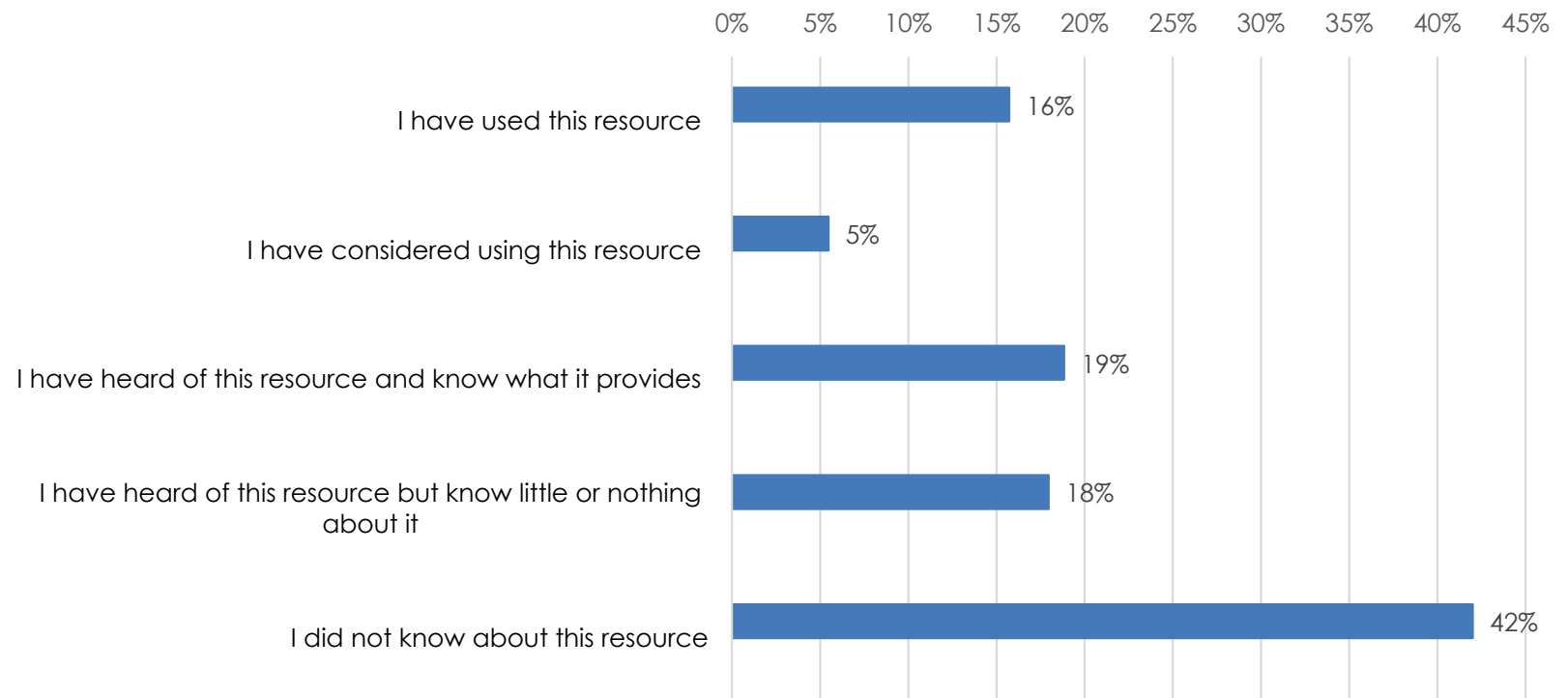


Technology

Technology Resource Awareness (5 resources)	
I have used this resource	16%
I have considered using this resource	5%
I have heard of this resource and know what it provides	19%
I have heard of this resource but know little or nothing about it	18%
I did not know about this resource	42%

Technology

Technology Resource Awareness (5 resources)



Resource Referring

- Senior Center Resource Web Page



The screenshot displays the City of Cupertino website. At the top is the city logo and a search bar. A navigation menu includes links for 'I WANT TO...', 'RESIDENTS', 'BUSINESSES', 'VISITORS', 'ONLINE SERVICES', and 'OUR CITY'. The main content area is titled 'RESOURCES FOR SENIORS' and features a sidebar with a list of services. The primary text explains that the city provides contact information for various agencies and includes links to 'Sourcewise', '211 Santa Clara County', and 'West Valley Community Services'. Each link is accompanied by a logo and contact details.

CITY OF CUPERTINO

Search the Site...

I WANT TO... RESIDENTS BUSINESSES VISITORS ONLINE SERVICES OUR CITY

Parks & Recreation

- + Community Events
- + Recreation Classes and Activities
- + Educational Programs
- + Outdoor Activities
- Cupertino Senior Center
 - Bi-Monthly Newsletter
 - Classes
 - Membership
 - Social Activities
 - Special Events
 - Travel Program
- Resources for Seniors
 - Tax Exemption
 - Senior Center-Volunteer Services
 - Cupertino Sports Center
 - + Reservations & Permits
 - + Who We Are
 - + Find A Park or Facility
 - Community Funding Grant Program

Our City » Departments » Parks & Recreation » Cupertino Senior Center »

RESOURCES FOR SENIORS

Font Size: [A](#) [A](#) [A](#) [Share & Bookmark](#) [Feedback](#) [Print](#)

The Cupertino Senior Center offers contact information for agencies providing resources for seniors. The City of Cupertino does not regulate or oversee the below organizations and displays these links only as a convenience. Please contact individual agencies for the latest information on their services including age, income, and residency requirements.

Services listed may be modified or suspended at this time, due to COVID-19. Contact individual agencies for more information.

Sourcewise

Sourcewise offers resource information on a variety of topics including housing, nutrition, health insurance, transportation, and more. Through a comprehensive network of resources, Sourcewise strives to educate, prepare, support, and advocate for all adults, their families, and their caregivers within Santa Clara County.

(408) 350-3200
mysourcewise.com

211 Santa Clara County

Receive free, non-emergency community, health, and disaster information in Santa Clara County. 211 is confidential and available in over 170 languages. 24 hours a day, 7 days a week.

Dial 2-1-1
211bayarea.org

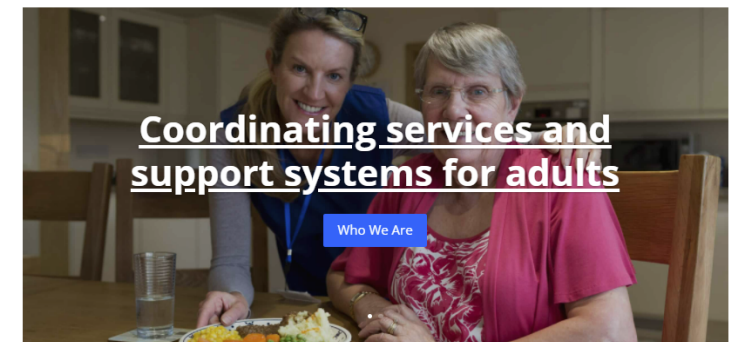
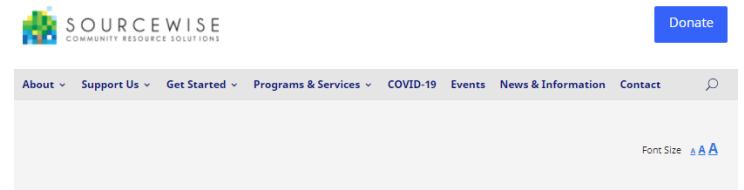
West Valley Community Services

West Valley Community Services provides a continuum of basic needs, including an in-house and mobile food pantry, homeless support, affordable housing, emergency financial assistance, family support, referrals, education, and case management. West Valley Community Services serves homeless and low-income individuals and families.

(408) 255-8033
wvcommunityservices.org

Resource Referring

- Sourcewise



Resource Referring

- 211



The screenshot displays the 2-1-1 United Way Bay Area website. The header includes the 2-1-1 logo, navigation links (HOME, ABOUT US, DISASTER INFORMATION, KEYWORD SEARCH), and a language selection dropdown. The main heading is "Connecting Bay Area Residents to Current Health & Human Service Information", followed by the instruction "Click an icon below or use the keyword search above to find local resources in Santa Clara County".

 FOOD	 HOUSING	 INCOME & EXPENSES	 CRISIS SERVICES	 TRANSPORTATION	 HEALTH CARE	 MENTAL HEALTH
 SUBSTANCE ABUSE	 CHILDREN & FAMILY	 YOUTH	 SENIORS	 EDUCATION	 LEGAL SERVICES	 REENTRY

A blue banner at the bottom states: "Dial 2-1-1 to get connected to a specialist for personalized assistance. Free, Confidential, 24/7. Available in multiple languages." The footer contains navigation links, copyright information, social media icons, and the United Way logo.

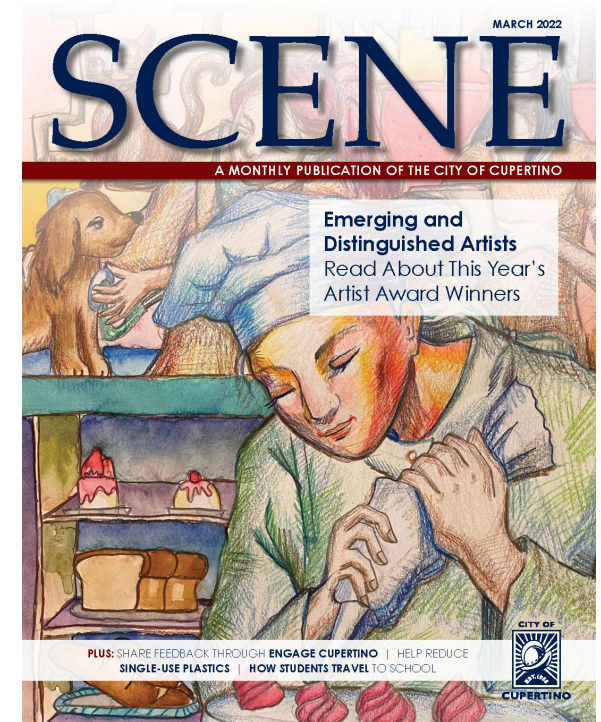
Plans for Outreach

- Resource presentations and workshops
- Senior Center annual Health and Wellbeing Fair
- Resource tabling at community events and festivals



Plans for Outreach

- Reach out to local clubs and organizations to publicize resources
- Share resources in City publications
- Promoting organizations' outreach efforts



Project Webpage



Questions

