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

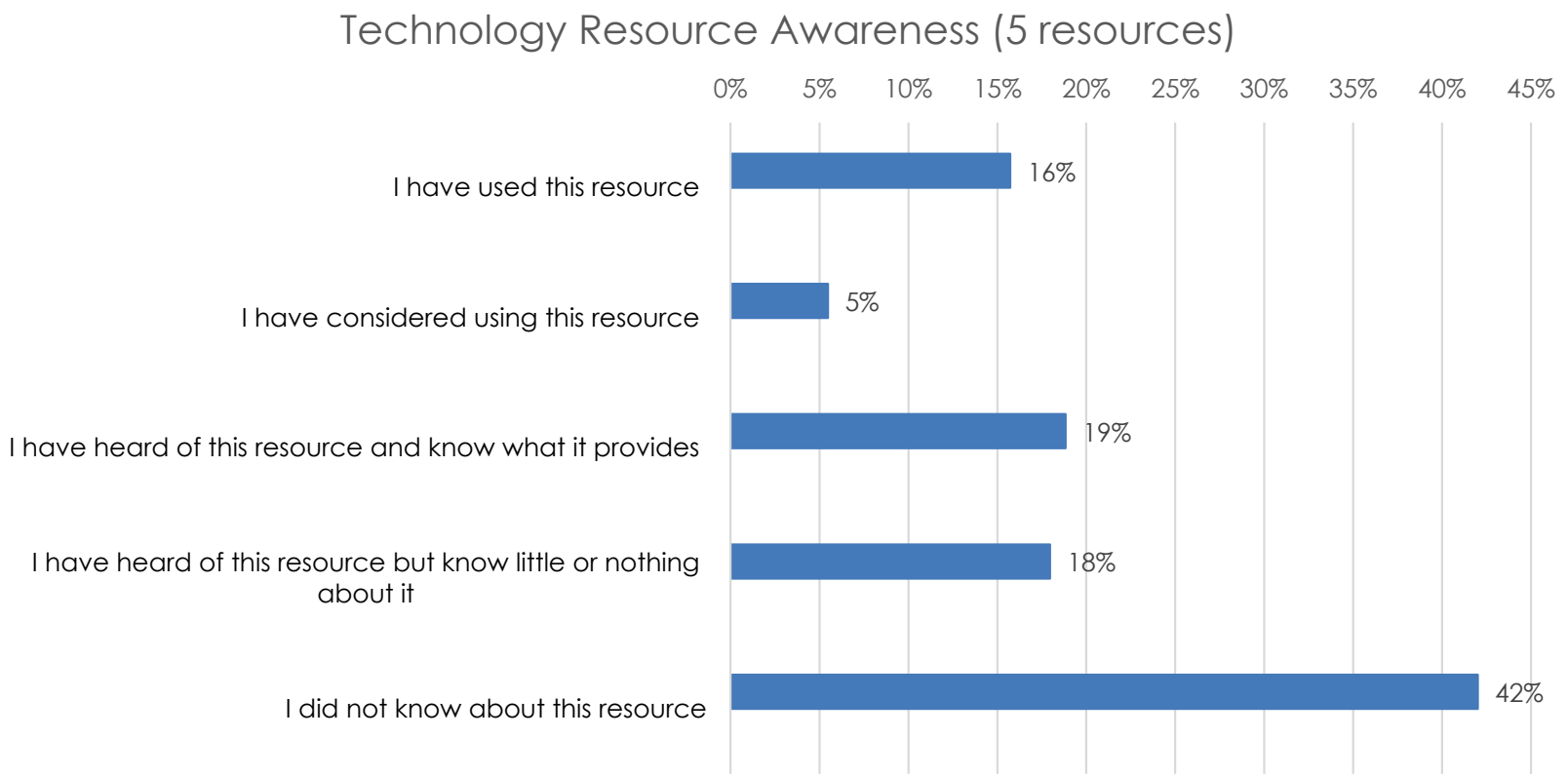
Resources Asked About

- 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

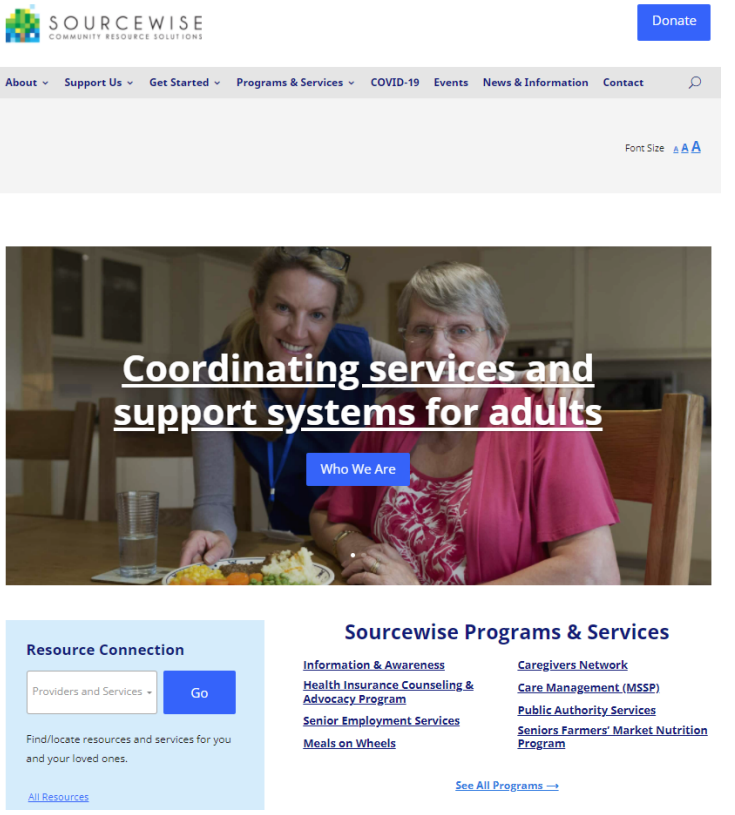

Technology Resource Awareness (5 resources)
0%
5%
10%
15%
20%
25%
30%
35%
40%
45%
I have used this resource
16%
I have considered using this resource
5%
I have heard of this resource and know what it provides
19%
I have heard of this resource but know little or nothing about it
18%
I did not know about this resource
42%

Resource Referring

- Senior Center Resource Web Page

Resource Referring

- Sourcewise



Resource Referring

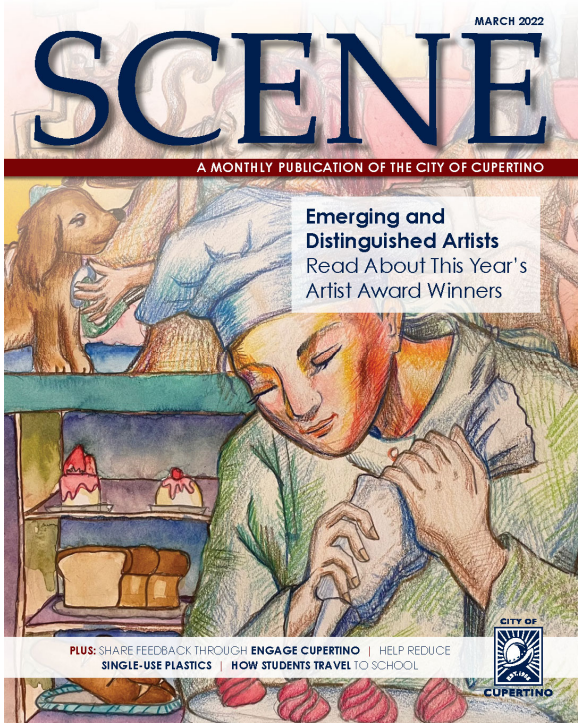
- 211

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