

Senior Strategy Survey Results



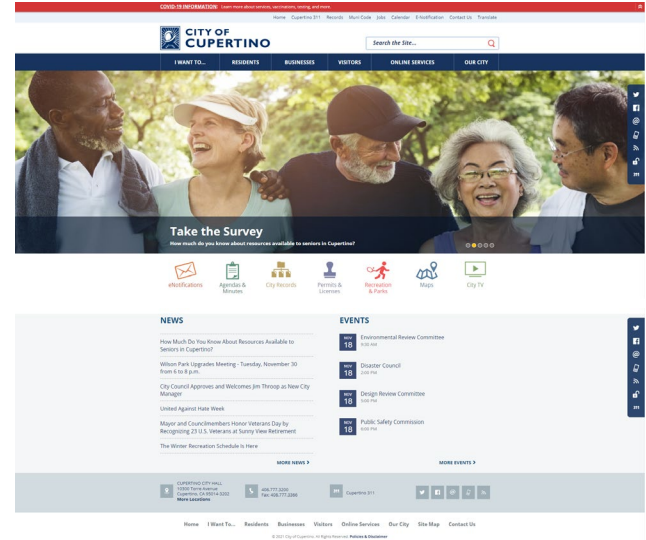
CUPERTINO

Background

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

Senior Survey Data

- Total: 459
- Electronically
 - English: 390
 - Chinese: 19
- Paper
 - English: 49
 - Chinese: 1



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

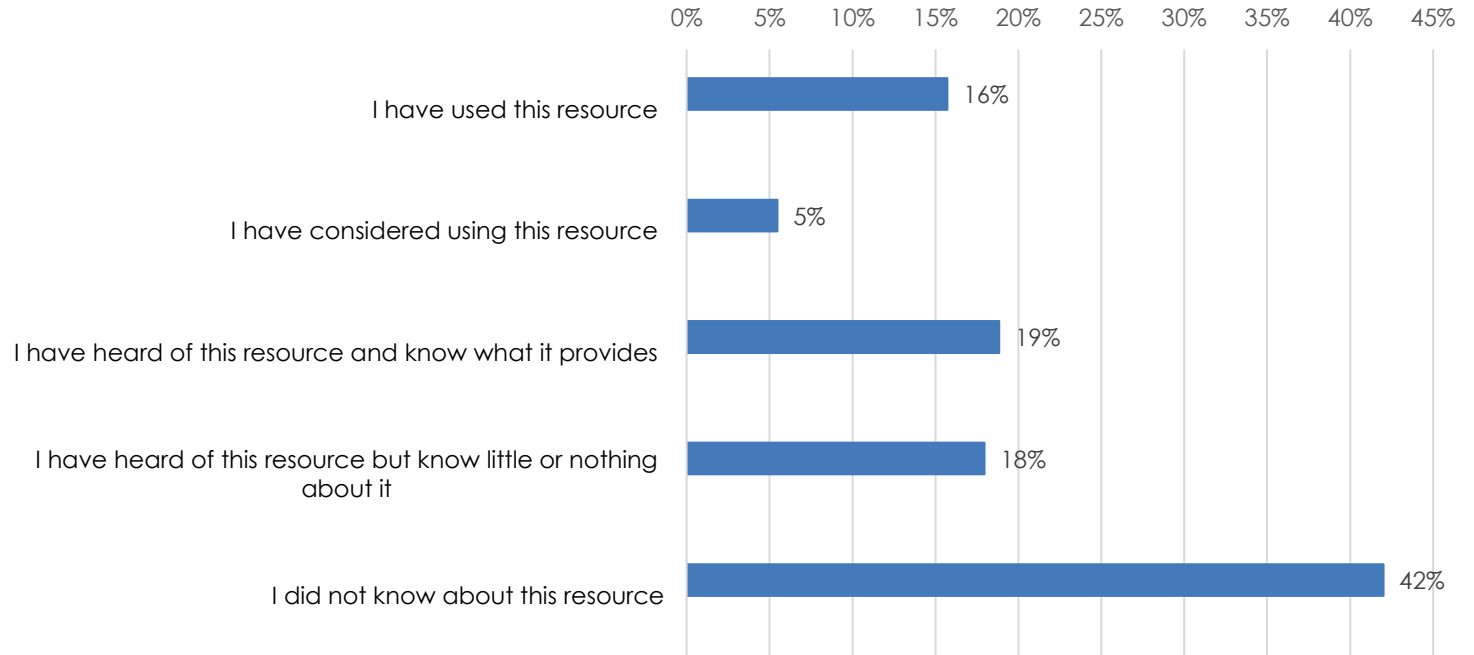
Technology

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)



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)

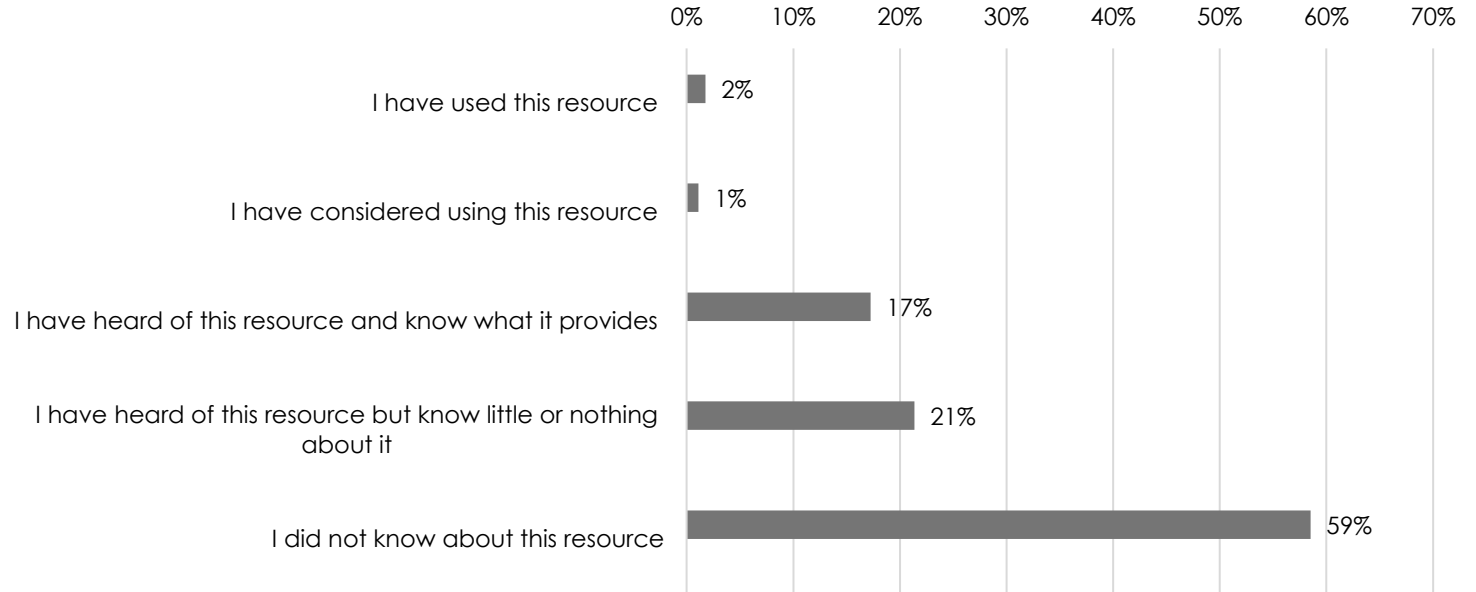
Housing

Housing Resource Awareness (11 resources)

I have used this resource	2%
I have considered using this resource	1%
I have heard of this resource and know what it provides	17%
I have heard of this resource but know little or nothing about it	21%
I did not know about this resource	59%

Housing

Housing Resource Awareness (11 resources)



Housing

Resources Asked About

- Below Market Rate (BMR) Housing Program
- Senior Adult Legal Assistance (SALA)
- West Valley Community Services (WVCS)
- Long Term Care Ombudsman
- Rebuild Together
- Housing Authority of the County of Santa Clara
- Project Sentinel
- Housing Trust Silicon Valley
- Habitat for Humanity

Housing

Resources Asked About (continued)

- Haven to Home Program
- Catholic Charities

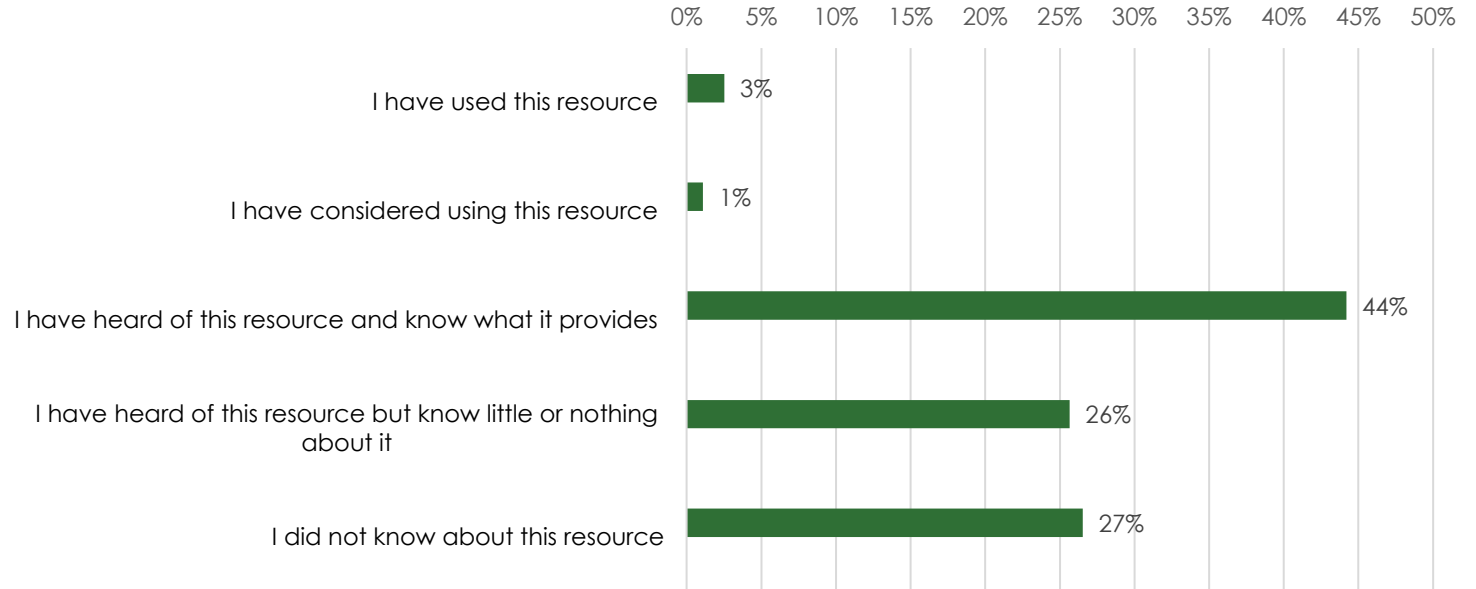
Food

Food Resource Awareness (4 resources)

I have used this resource	3%
I have considered using this resource	1%
I have heard of this resource and know what it provides	44%
I have heard of this resource but know little or nothing about it	26%
I did not know about this resource	27%

Food

Food Resource Awareness (4 resources)



Food

Resources Asked About

- Senior Nutrition Program
- West Valley Community Services (WVCS)
- Second Harvest Food Bank
- Meals on Wheels

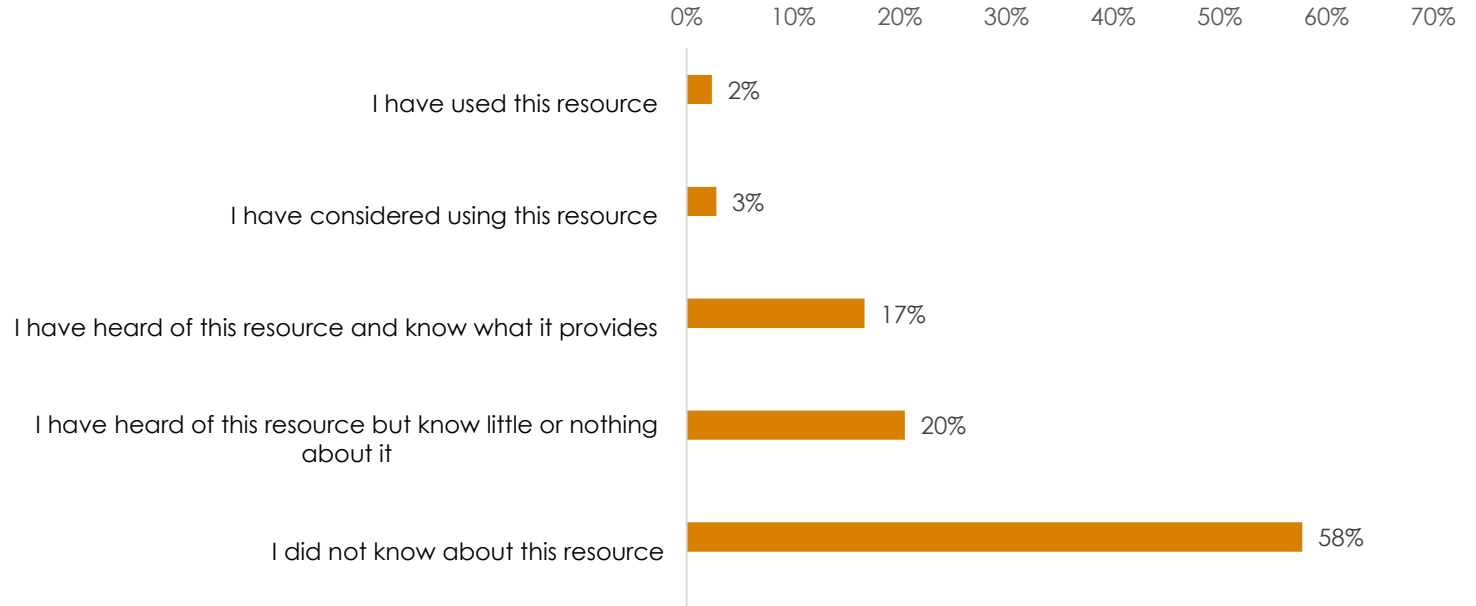
Transportation

Transportation Resource Awareness (6 resources)

I have used this resource	2%
I have considered using this resource	3%
I have heard of this resource and know what it provides	17%
I have heard of this resource but know little or nothing about it	20%
I did not know about this resource	58%

Transportation

Transportation Resource Awareness (6 resources)



Transportation

Resources Asked About

- Via Cupertino
- R.Y.D.E.
- VTA Access
- Heart of the Valley Services for Seniors
- Road Runners of El Camino Hospital
- Avenidas Door-to-Door

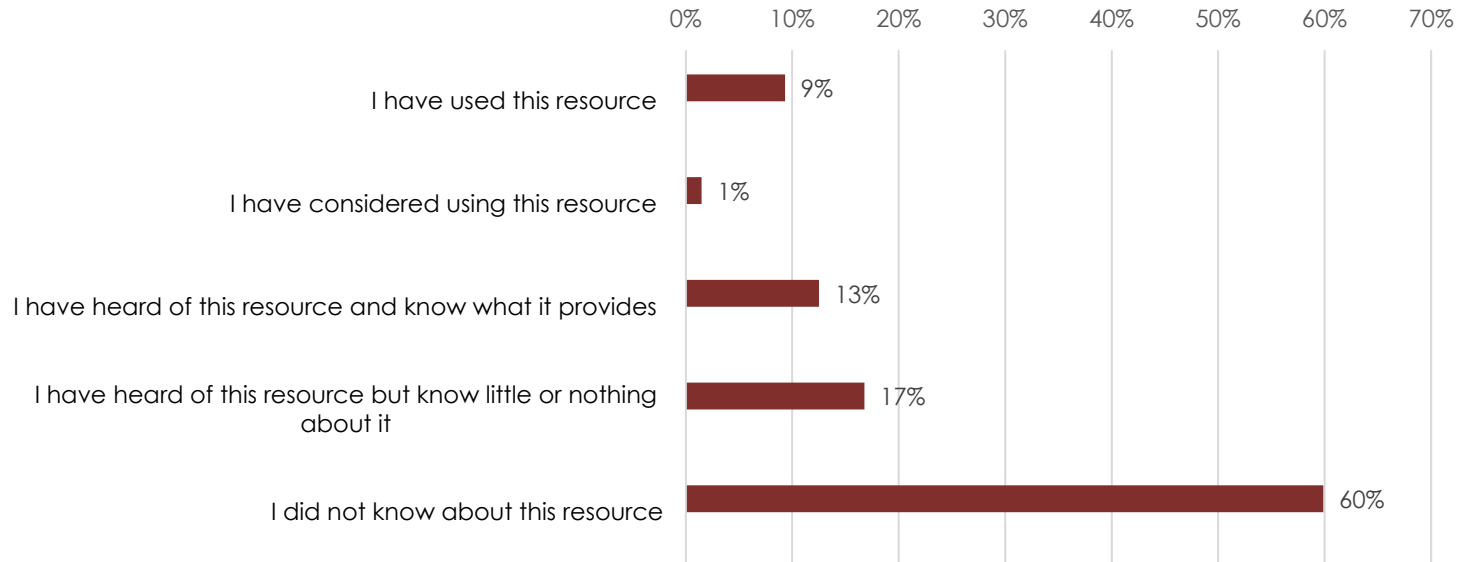
Mental and Physical Health and Well-Being

Mental and Physical Health and Well-Being Resource Awareness (13 resources)

I have used this resource	9%
I have considered using this resource	1%
I have heard of this resource and know what it provides	13%
I have heard of this resource but know little or nothing about it	17%
I did not know about this resource	60%

Mental and Physical Health and Well-Being

Mental and Physical Health and Well-Being Resource Awareness (13 resources)



Mental and Physical Health and Well-Being

Resources Asked About

- Cupertino Senior Center
- Cupertino Parks and Recreation
- Health Insurance Counseling and Advocacy Program (HICAP)
- Senior Adults Legal Assistance (SALA)
- Sourcewise
- 211
- Behavioral Health Services – Santa Clara County
- Live Oak Adult Day Services

Mental and Physical Health and Well-Being

Resources Asked About (continued)

- Veteran's Administration
- Catholic Charities Older Adult Behavioral Health Service
- Friendship Line
- Adult Protective Services
- Maitri

Resource Referring

- Senior Center Resource Web Page

The screenshot shows the City of Cupertino website with a search bar and navigation menu. The main content area is titled "RESOURCES FOR SENIORS" and includes a sidebar with a list of resources. The "Resources for Seniors" category is highlighted in blue. The main content area contains text about the Senior Center, a "Sourcewise" resource, "211 Santa Clara County", and "West Valley Community Services".

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: [Share & Bookmarks](#) [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

HEALTH • HOME • HEART
West Valley Community Services

Resource Referring

- Sourcewise

The screenshot shows the Sourcewise website homepage. At the top, there is a navigation menu with links for About, Support Us, Get Started, Programs & Services, COVID-19, Events, News & Information, and Contact. A 'Donate' button is located in the top right corner. Below the navigation is a search bar and a font size selector. The main content area features a large image of two women sitting at a table with food, with the text 'Coordinating services and support systems for adults' overlaid. Below this image is a 'Who We Are' button. At the bottom, there is a 'Resource Connection' section with a search box and a 'Go' button. To the right of this section is a list of 'Sourcewise Programs & Services' including Information & Awareness, Health Insurance Counseling & Advocacy Program, Senior Employment Services, Meals on Wheels, Caregivers Network, Care Management (MSSP), Public Authority Services, and Seniors Farmers' Market Nutrition Program. A 'See All Programs' link is at the bottom right.

SOURCEWISE
COMMUNITY RESOURCE SOLUTIONS

Donate

About Support Us Get Started Programs & Services COVID-19 Events News & Information Contact

Font Size A A

Coordinating services and support systems for adults

Who We Are

Resource Connection

Providers and Services - Go

Find/locate resources and services for you and your loved ones.

[All Resources](#)

Sourcewise Programs & Services

Information & Awareness
Health Insurance Counseling & Advocacy Program
Senior Employment Services
Meals on Wheels

Caregivers Network
Care Management (MSSP)
Public Authority Services
Seniors Farmers' Market Nutrition Program

[See All Programs →](#)

Resource Referring

- 211




The screenshot displays the 211 United Way Bay Area website. At the top, the logo for 211 United Way Bay Area is on the left, and navigation links for HOME, ABOUT US, DISASTER INFORMATION, and KEYWORD SEARCH are on the right. A language selection dropdown is also present. Below the navigation is a main heading: "Connecting Bay Area Residents to Current Health & Human Service Information". Underneath this heading is a sub-heading: "Click an icon below or use the keyword search above to find local resources in Santa Clara County". The main content area features a grid of 14 icons, each representing a different service category: FOOD (fork and knife), HOUSING (house), INCOME & EXPENSES (stack of money), CRISIS SERVICES (warning triangle), TRANSPORTATION (bus), HEALTH CARE (first aid kit), MENTAL HEALTH (head with brain), SUBSTANCE ABUSE (bottle and syringe), CHILDREN & FAMILY (family group), YOUTH (group of people), SENIORS (elderly person), EDUCATION (open book), LEGAL SERVICES (scales of justice), and REENTRY (door). At the bottom of the page, a dark blue banner contains the text: "Dial 2-1-1 to get connected to a specialist for personalized assistance. Free, Confidential, 24/7. Available in multiple languages." The footer includes navigation links, copyright information, and the United Way logo.

211
United Way Bay Area

HOME ABOUT US DISASTER INFORMATION KEYWORD SEARCH Select Language

Connecting Bay Area Residents to Current Health & Human Service Information

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



Dial 2-1-1 to get connected to a specialist for personalized assistance.
Free, Confidential, 24/7.
Available in multiple languages.

HOME ABOUT US FOR SERVICE PROVIDERS DISASTER INFORMATION KEYWORD SEARCH

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2-1-1 Bay Area
is a program of
United Way Bay Area

United Way
UNITED WAY BAY AREA

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



Questions

