2025 Age-Friendly Survey Findings

SENIORS' AGENDA

OFFICE OF RESEARCH AND EVALUATION

Agenda

Introduction

Methods

Survey Findings

Discussion

Office of Research & Evaluation

RESEARCH

EVALUATION

TECHNICAL ASSISTANCE

World Health Organization

Age Friendly Network Founded in 2005

1705 cities

Over 330 million people worldwide

60 countries

TRANSPORTATION

HOUSING

RESPECT &
SOCIAL
INCLUSION

SOCIAL
PARTICIPATION

AGE FRIENDLY
SANTA CLARA COUNTY

World Health
Organization

AARP®

COMMUNICATION
& INFORMATION

OUTDOOR SPACES
& BUILDINGS

COMMUNITY
SUPPORT &
HEALTH SERVICES

CIVIC
PARTICIPATION &
EMPLOYMENT

Methods

- Open September 2024-March 2025
- Paper & online
- Paper surveys distributed in 35+ locations
- VTA bus banners

Timeline

Survey Opened

Community
Listening Session
Ends

Action Plan &
Goals Presented to
Children, Seniors
and Families
Committee

Next Planning
Cycle

| Sep. 2024 | Mar. 2025 | July 2025 | Aug. 2025 | Nov. 2025 | 2030 | 2030 |

Survey Closed

Community
Partner Convening

Action Plan Ends

Today's Goals

Transparency – report back survey results

Avoid assumptions – have community help interpret data results

Broad voices – hear voices that might not have been captured

North County: Los Altos, Los Altos Hills, Mountain View, Palo Alto, Stanford, Sunnyvale, and Santa Clara

East County: Milpitas and East San Jose

South County: Gilroy, Morgan Hill, San Martin, and South San Jose

West County: Campbell, Los Gatos, Saratoga, Cupertino, and West San Jose

Central County: San Jose downtown and surrounding areas
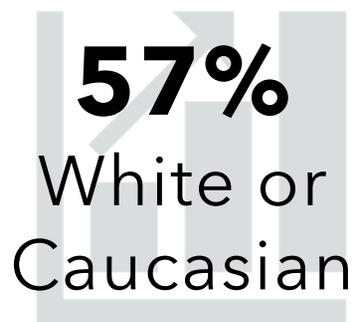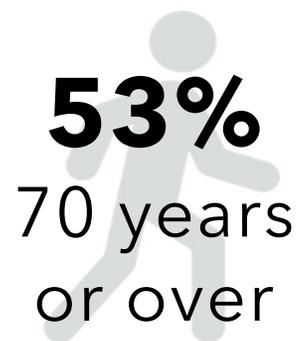
Demographics

Q1a: The highest responses come from **North** and **West County**

Region
<u>N</u> = 1,987

37%			**25%**	
		16%		**8%**
	14%			
North	East	South	West	Central
n=740	n=285	n=313	n=488	n=161
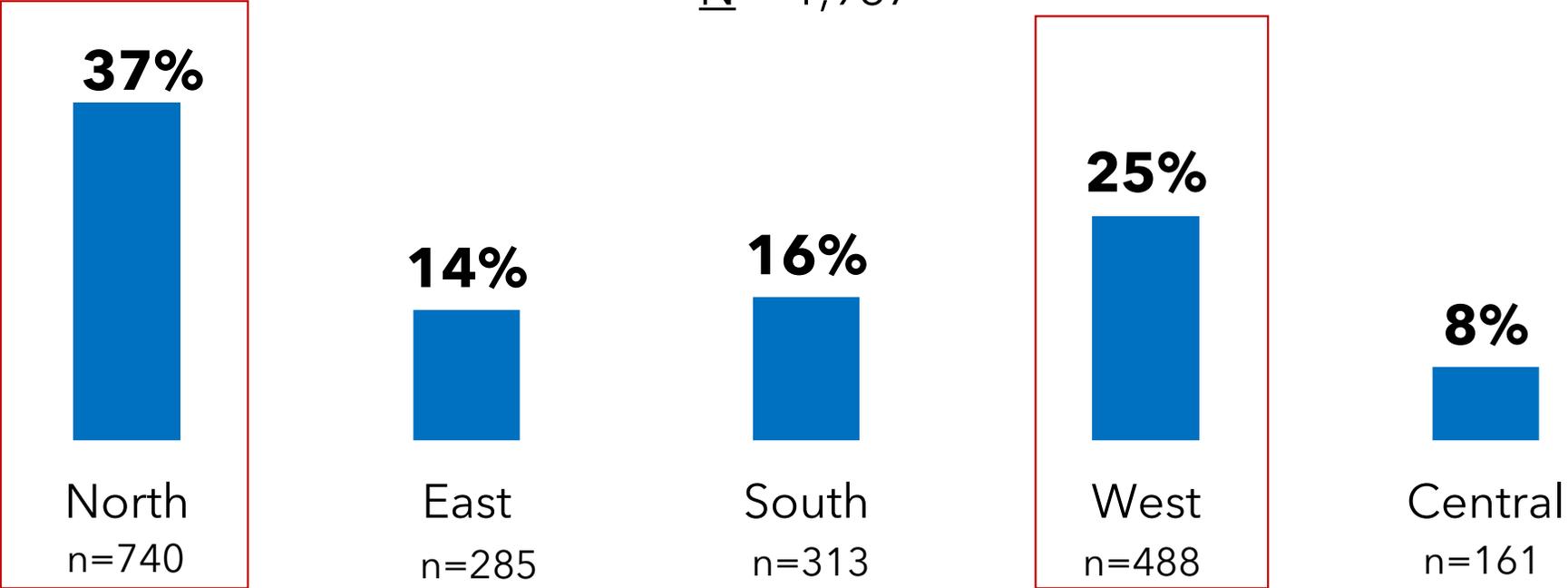
D1-D16: This sample is over-represented by females, Whites or Caucasians, and respondents with a 4-year college degree or above

68%
Female

53%
70 years
or over

57%
White or
Caucasian

70%
4-year college
or above

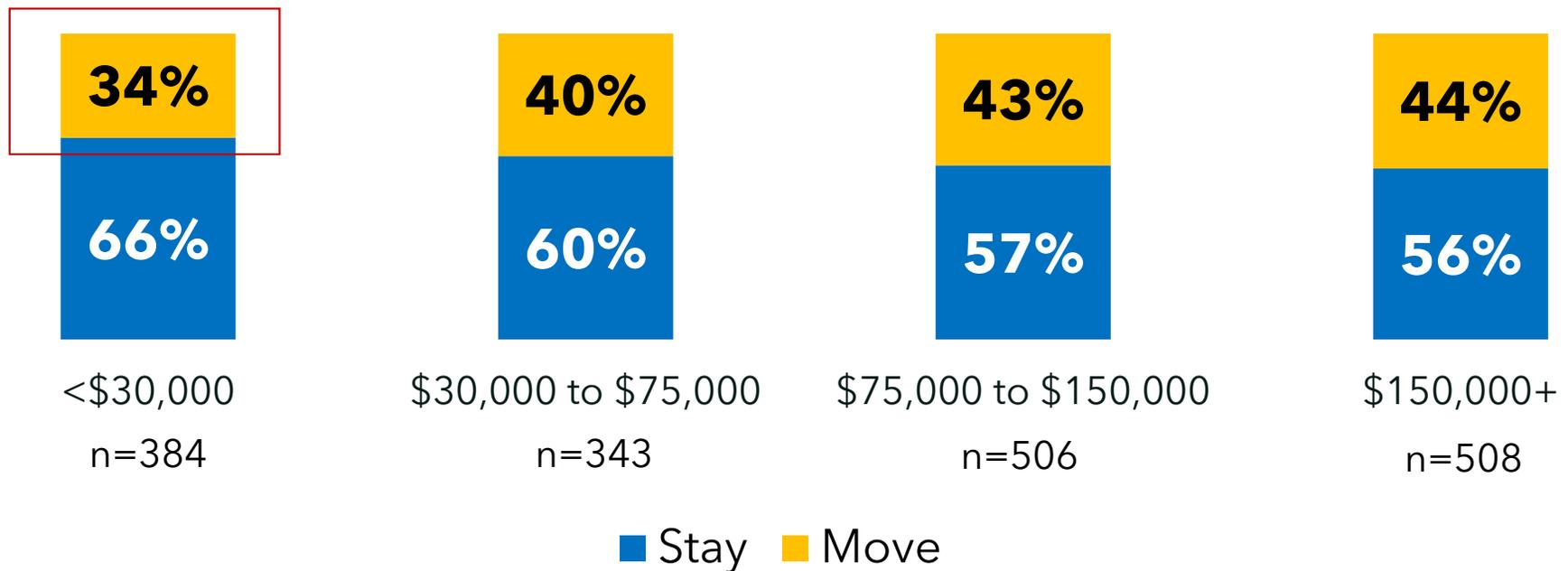**71%**
Annual income
<$150,000

Home and Community

Most older adults want to "age in place" or reside in their home or community for as long as possible across all ages and stages. Factors such as income/wealth or safety impact how people view their community.

Q5: Low-income older adult respondents are less likely to move

Move Likelihood by Annual Income
N=1,741

34%	40%	43%	44%
66%	60%	57%	56%
<$30,000 n=384	$30,000 to $75,000 n=343	$75,000 to $150,000 n=506	$150,000+ n=508

■ Stay ■ Move

14

Q7: Compared with Whites, other racial and ethnic groups are more likely to treat safety concerns as a major factor in moving
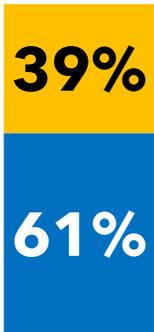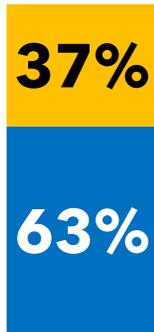
Safety Concerns by Racial Groups
N=1,754

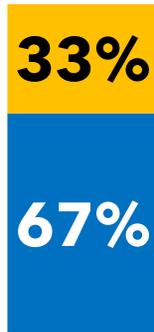| Group	Major factor	Minor factor
White	45%	55%
Asian/PI	58%	42%
Latino	61%	39%
African American	63%	37%
Other	67%	33%

White
n=1,130

Asian/PI
n=383

Latino
n=141

African American
n=49

Other
n=51

■ Safety concern as a major factor   ■ Safety concerns as a minor factor

15

ATTACHMENT 1

Health and Well-Being

People can get hurt, become ill, or need help at any age. Care should be available at convenient locations throughout the community and be affordable.

Q20/Q21: The **top three areas** that need improvement in community health and well-being

Affordable home health care providers and home care services

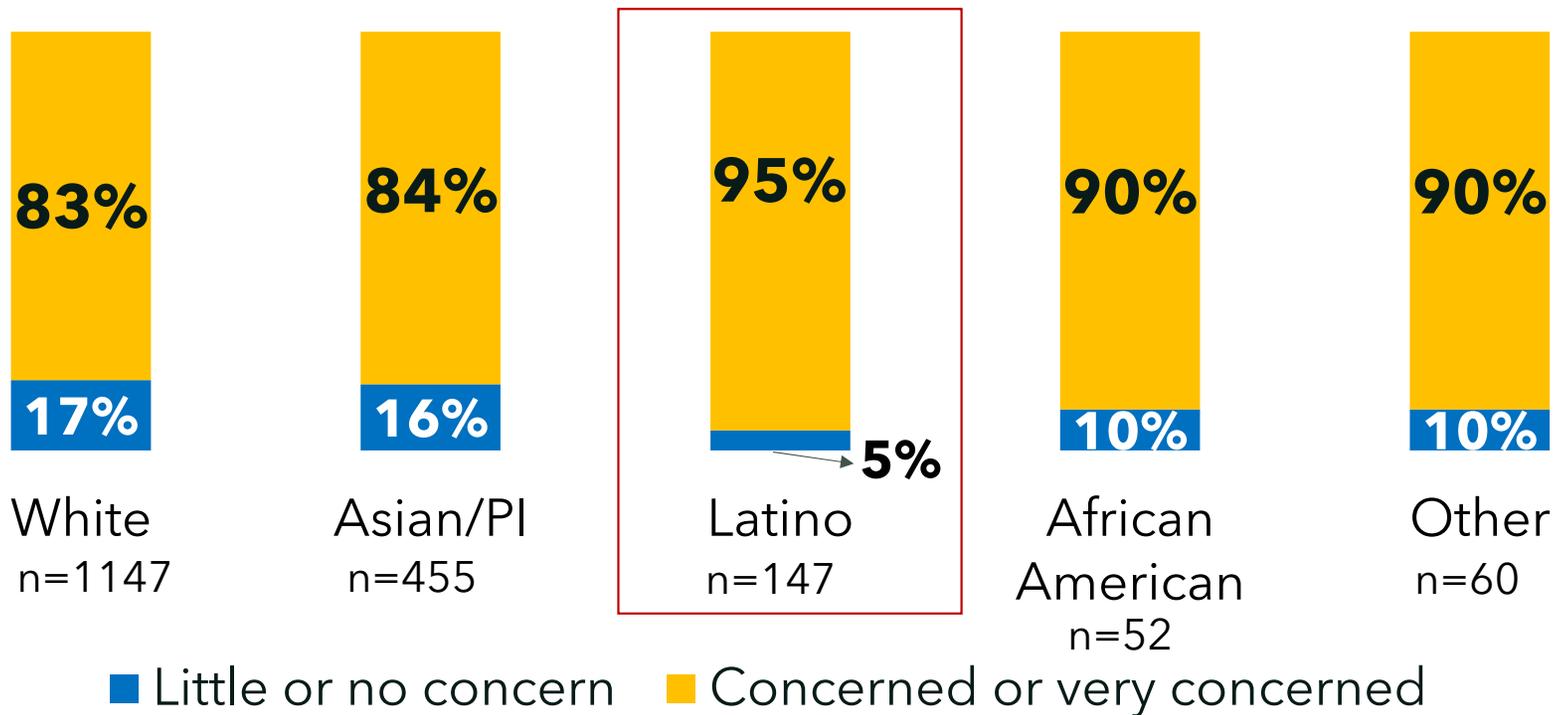Easily accessible health and supportive services information

Affordable fitness activities geared towards older adults

17

Compared with Whites, Latinos are more likely to have concerns about the cost of living

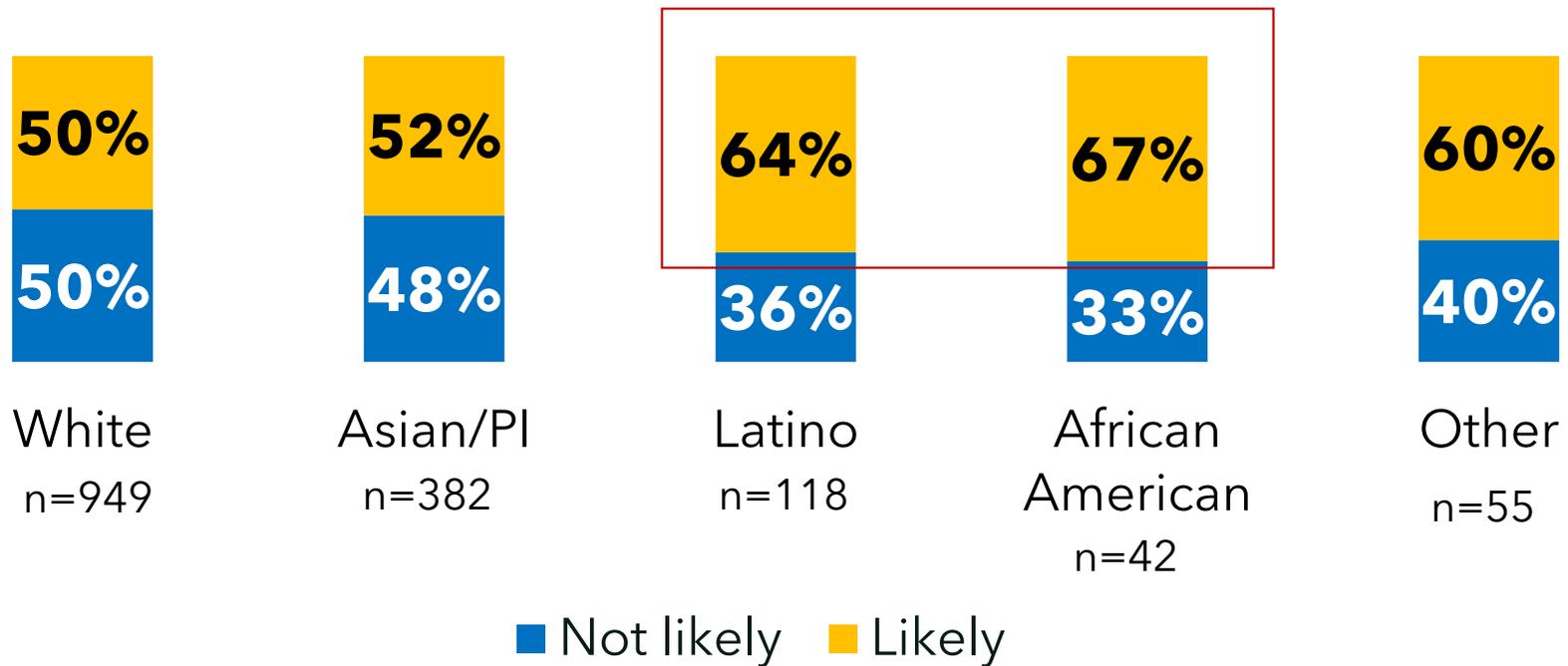# Cost of Living Concern by Racial Groups
N=1,861

83%	84%	95%	90%	90%
17%	16%	5%	10%	10%
White n=1147	Asian/PI n=455	Latino n=147	African American n=52	Other n=60

■ Little or no concern   ■ Concerned or very concerned

18

D10: Compared with Whites, Latinos and African Americans are more likely to provide unpaid care in the future

Future Unpaid Care by Racial Groups

<u>N</u>=1,546

|				
50%	**52%**	**64%**	**67%**	**60%**
50%	**48%**	**36%**	**33%**	**40%**
White	Asian/PI	Latino	African American	Other
n=949	n=382	n=118	n=42	n=55

■ Not likely   ■ Likely

19

Housing

Aging in place is easier if a home is designed or modified for accessibility in all stages and when affordable housing is available for all incomes. Homes may have grab bars, wider doorways, smoke alarms with flashing lights, ground floor bedrooms, no-step entrances or entry ramps.

Q14: 38% reported major home repairs, modifications, or changes needed

Home Repair Needs
N=1,708

38%

62%

Yes

No

n=1,058

n=650
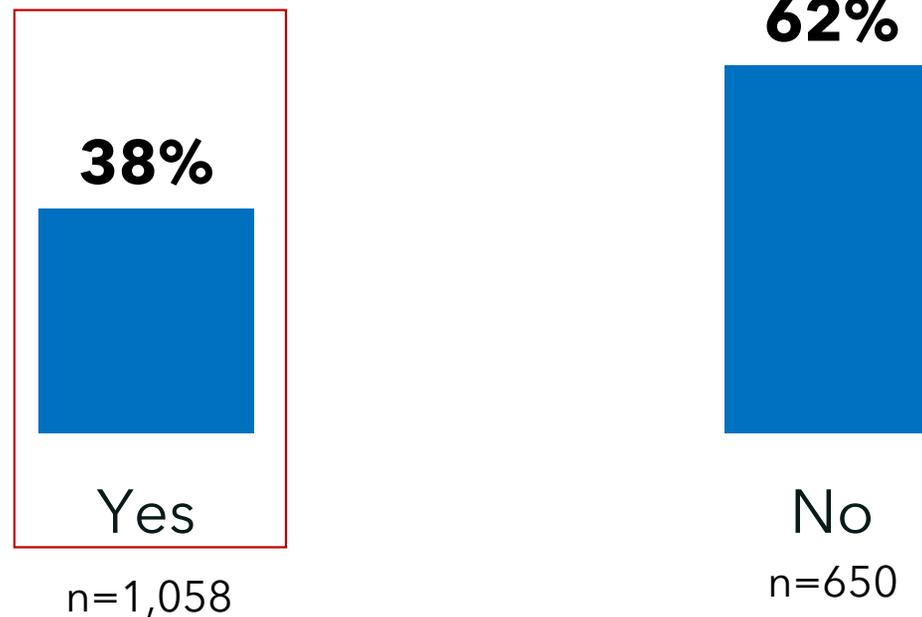
Home Sharing

57% of respondents would like to share with family, 30% with friends, and **4.5% with strangers**.

Older adult respondents are **less likely** to share a home with family other than their spouse.

LGBTQIA+ respondents are **more likely** to share with friends.

Respondents with a **low income** of 30k or less are **more likely** to share with strangers.
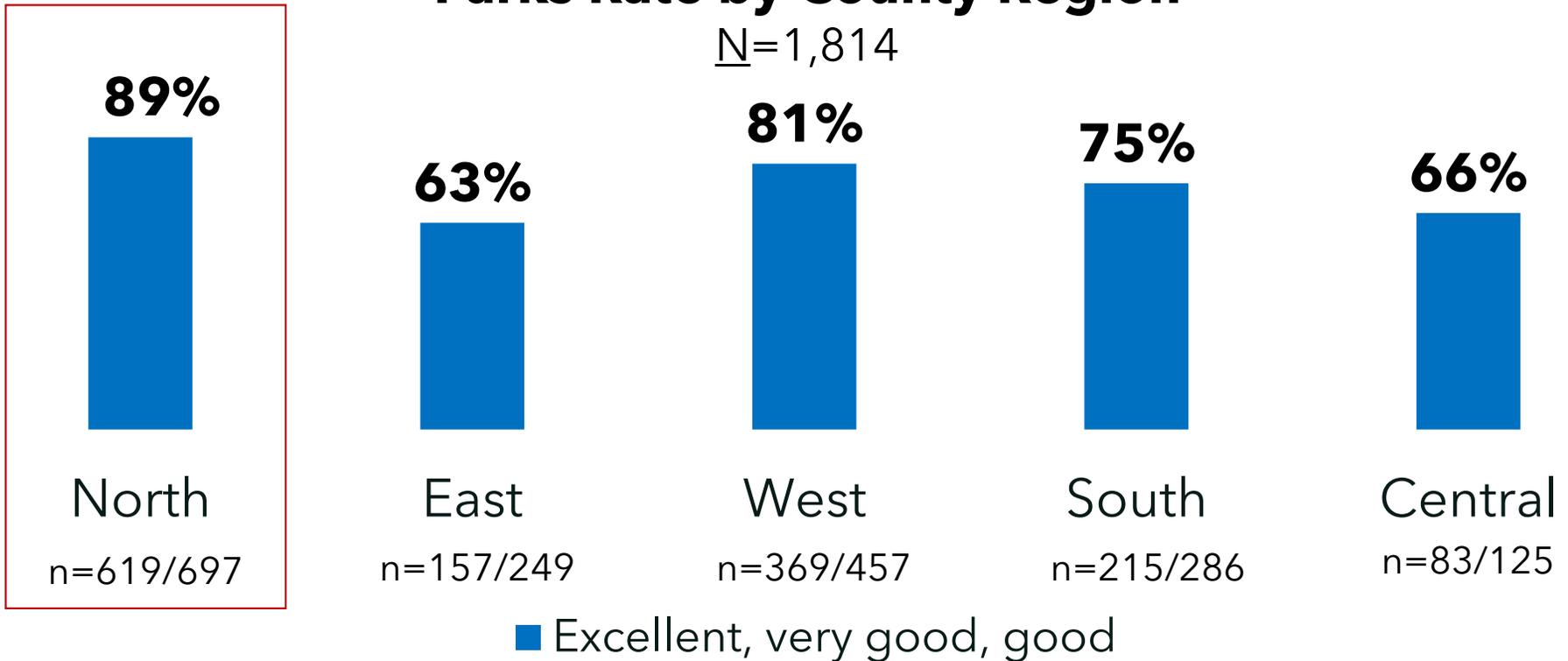
22

Outdoor Spaces & Building

People need indoor and outdoor public places to spend time. Green spaces, shade, benches and accessible built spaces with elevators, zero-step entrances, or staircases with railings can benefit all.

Santa Clara County Parks
Activities and Notable Features by Park
and Other Regional Parks & Open Space

Respondents from North County are more likely to rate parks as excellent, very good, or good
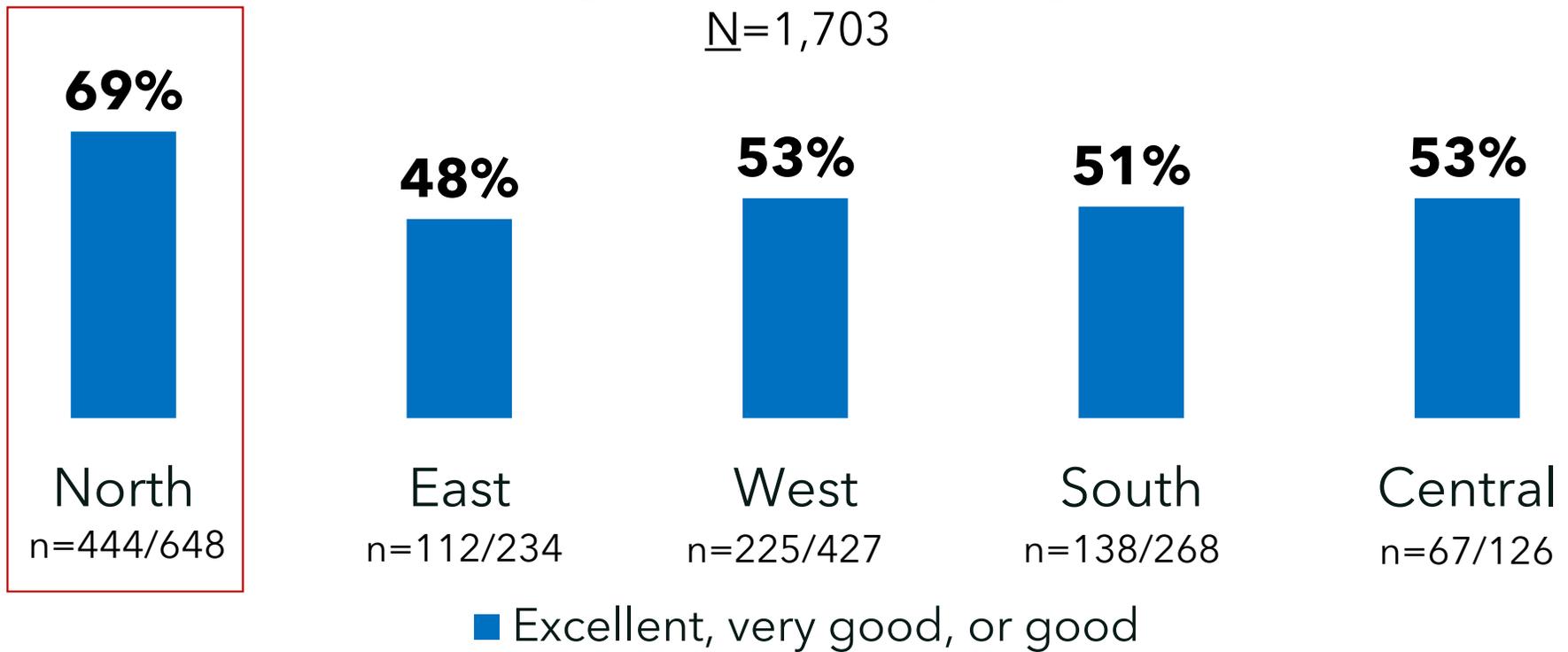
Parks Rate by County Region

N=1,814

Region	Rate	n
North	89%	n=619/697
East	63%	n=157/249
West	81%	n=369/457
South	75%	n=215/286
Central	66%	n=83/125

■ Excellent, very good, good

Respondents from the North County are more likely to rate enough benches as excellent, very good, or good

Enough Benches by Region
N=1,703

69%

48%

53%

51%

53%

North
n=444/648

East
n=112/234

West
n=225/427

South
n=138/268

Central
n=67/126

■ Excellent, very good, or good

25

Transportation

People needs ways to get around besides driving that are safe and affordable. Communities need sidewalks and safe streets, and protected bicycle lanes. Public transit options, can be trains, buses, light rail or event taxis, ride share services or volunteer driver programs.

Q18: The **top five** transportation choices of respondents

89%
Drive
yourself

45%
Walk

28%
Have others
drive you

26%
Uber or Lyft

21%
Public
transportation

Community Information and Resources

Information needs to be shared through a variety of methods since not everyone is tech-savvy, and not everyone has a smartphone or home internet. Communicating with people through means they trust gets important information to people in a way that works for them.

Q31: The **top four** resources to get information about services for older adults

92%
Family or friends

91%
Internet

88%
Local senior centers

87%
Doctor/health care professional
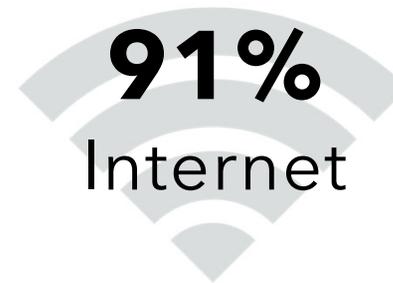
Q32: The **top three areas** that need improvement in community information

Clearly printed with large lettering

Delivered to home-bound older adults

Access to one central source

Social Participation and Inclusion

Across all ages, loneliness impacts health span as much as illness. Opportunities to socialize can combat isolation and loneliness, making fun, accessible, and affordable activities important. Intergenerational activities provide opportunities for younger and older community members to learn from each another and make people feel valuable. Everyone wants to feel respected and valued.

Latinos and "other" race are more likely to feel a lack of companionship and feel left out, compared with Whites
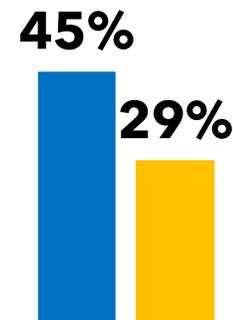
Feel a Lack of Companionship or Left Out
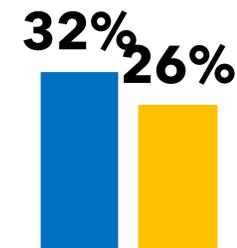
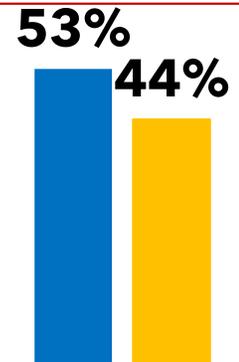**White**
n=370/1,165
n=299/1,160
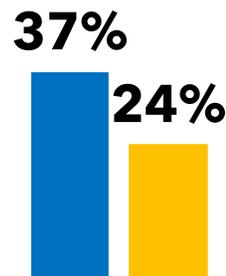
Asian/Pacific Islander
n=167/452
n=100/413
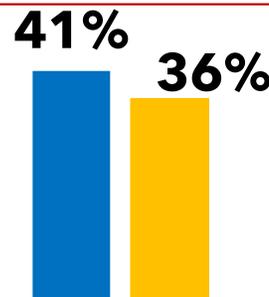
Latino
n=60/147
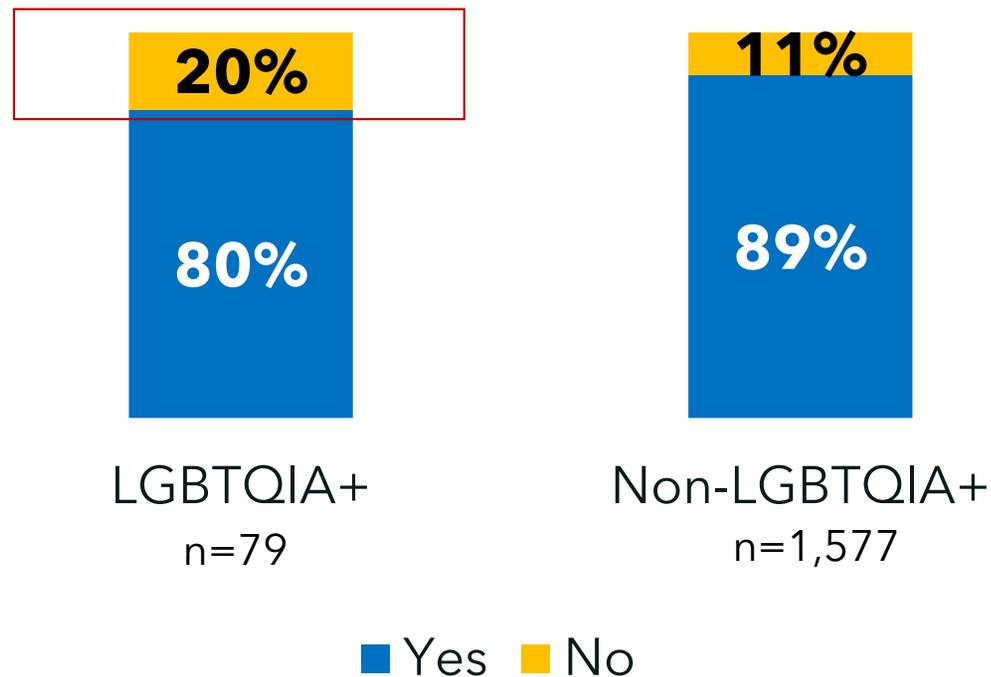n=53/147

African American
n=24/53
n=14/48

Other
n=31/59
n=24/54

- ■ Lack of companionship
- ■ Left out

32

ATTACHMENT 1

Q24: LGBTQIA+ respondents are less likely to have urgent support from friends or family

Urgent Support from Friends or Family
N=1,656


LGBTQIA+
n=79

Non-LGBTQIA+
n=1,577

■ Yes ■ No

Civic Engagement and Employment

Communities should encourage older residents to be actively engaged in community life and provide opportunities for residents to work or volunteer their skills, and these opportunities do not have to be all or nothing. Part time, flexible, and opportunities outside of 8-5 provide greater engagement options.
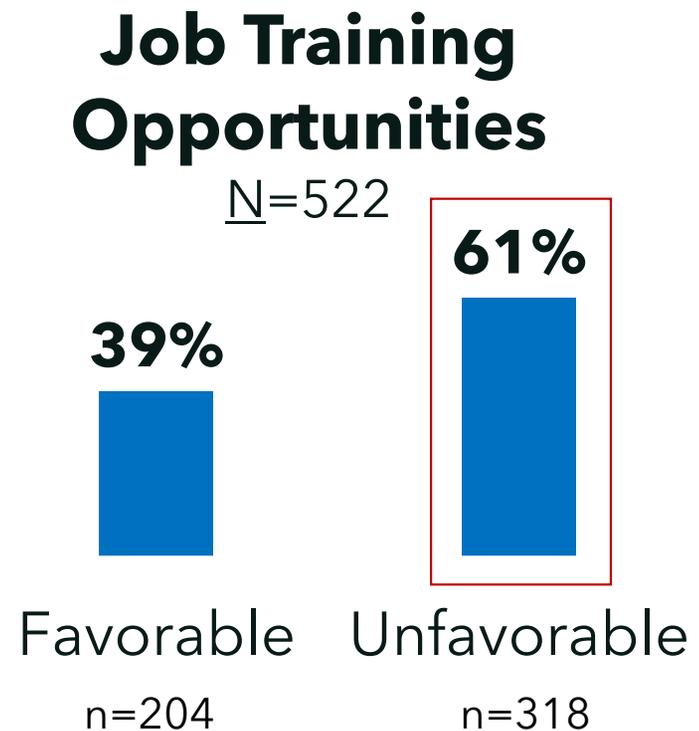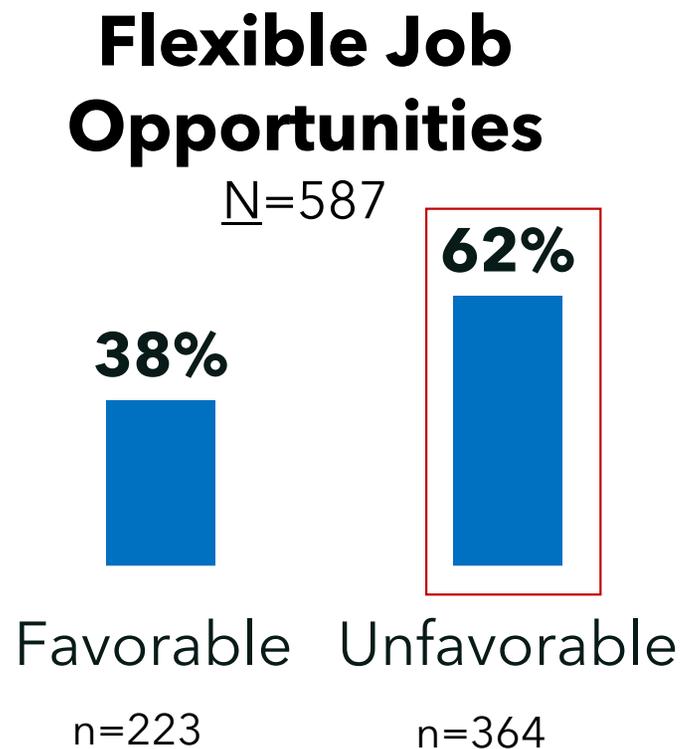
Q28: 33% of respondents are actively employed or seeking employment

Employment Status
N=1,911

62%
Retired
n=1,190

30%
Employed
n=565

3%
Unemployed
n=53

5%
Not in labor force
n=103

35
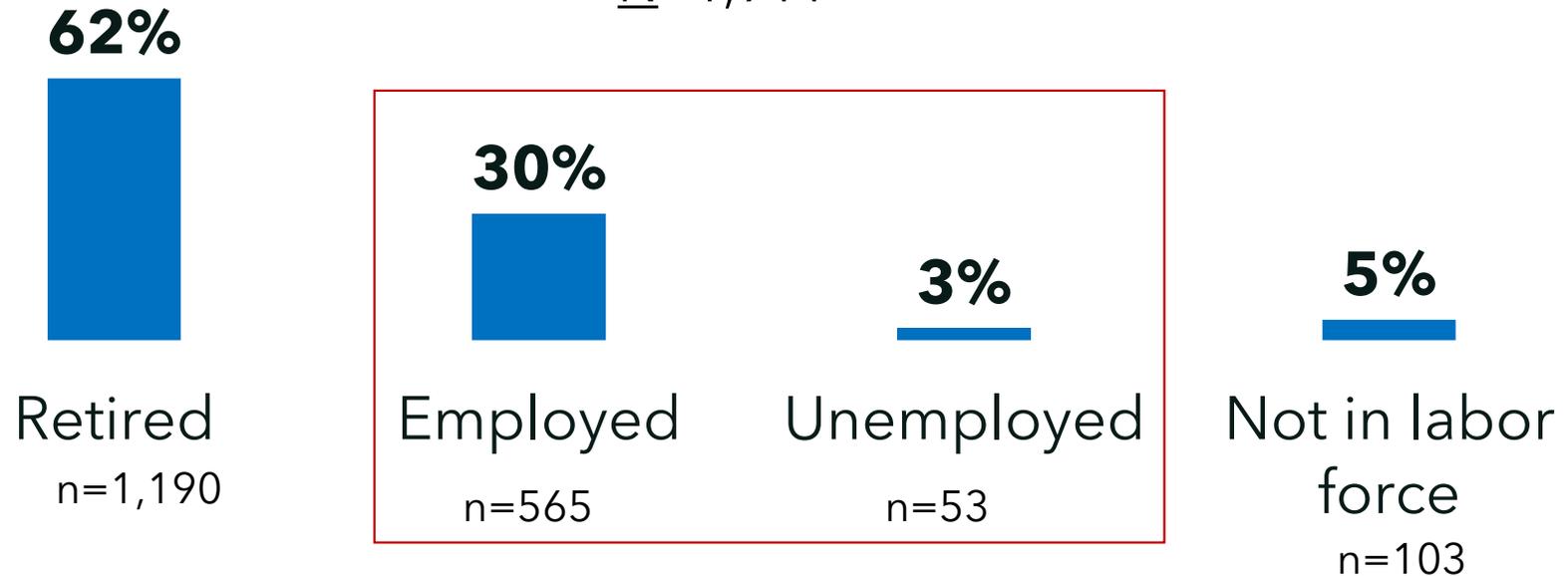
Older adult (>60) respondents have unfavorable ratings on their job and training opportunities

Flexible Job Opportunities
N=587

38%

62%

Favorable

Unfavorable

n=223

n=364

Job Training Opportunities
N=522

39%

61%

Favorable

Unfavorable

n=204

n=318

36

ATTACHMENT 1

58% of respondents(>60) rate low on community policies that ensure older adults' equal opportunity to work

Equal Work Opportunities

<u>N</u>=576

42%

Favorable

n=242

58%

Unfavorable

n=334
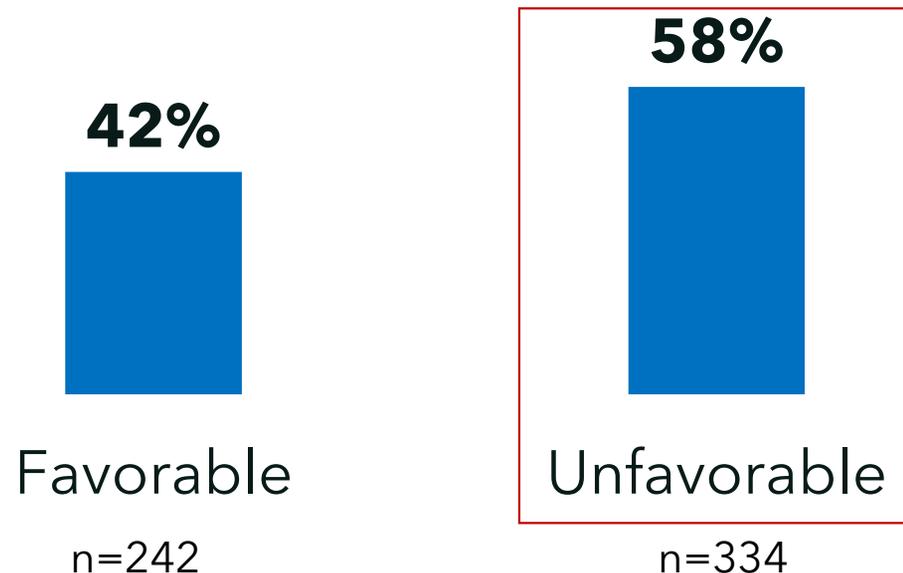
Some Things to Consider

- Survey respondents not representative of the County's population

- Important to hear community's voices to inform Seniors Agenda-Listening sessions and continued outreach

COLLECTIVE CONCERNS

Volunteering and Civic Engagement:

- Difficulty in finding meaningful volunteer opportunities that value lived experiences and flexibility for retired individuals.

- Lack of centralized information about volunteer options and community engagement.

- Need for recognition and support for retirees who wish to volunteer.

Social Participation and Inclusion:

- Desire for intergenerational activities and connections between younger and older adults.

- Need for spaces that foster community and socialization, akin to faith-based support systems.

- Isolation and loneliness among older adults, particularly those without natural family support.

Emergency Preparedness: ⚠️

- Lack of training and resources for older adults to prepare for natural disasters.

- Concerns about the challenges older adults face in renewing insurance due to company policies.

Health and Wellness:

- High costs of private care services and the need for more affordable options.

- Need for community support for caregivers and those requiring assistance particularly those without natural family support.

Job Opportunities: 💼

- Age discrimination and barriers to employment for older adults.

- Limited access to part-time jobs and training programs tailored for older adults.

Transportation: 🚌

- Difficulties in accessing reliable and affordable transport options for older adults.

- Need for better coordination of transportation services to community centers and events.

Communication and Information:

- A lack of centralized resources for older adults to access essential information.

- Challenges with technology and the need for tech support to improve information access.

Home and Community Support:

- Limited knowledge and resources for home-sharing and mutual aid initiatives.

- Need assistance with home repairs (including gardening) and community upkeep.
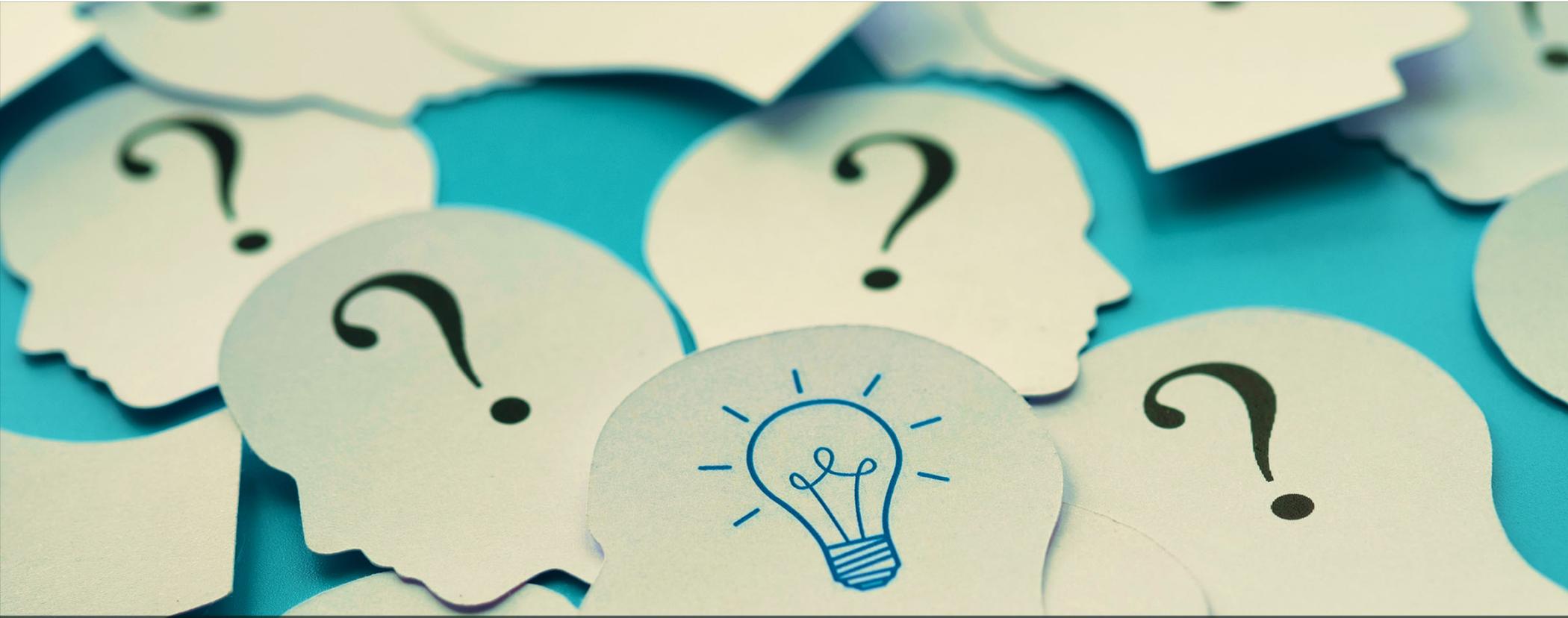
SUGGESTIONS FOR IMPROVEMENT

Establish Centralized Resources:

•   Create a comprehensive online platform for volunteering opportunities and community resources.

•   Conduct face-to-face outreach to build rapport and increase engagement with older adults.

Enhance Intergenerational Programs:

•   Develop initiatives that invite younger generations to participate in activities with older adults.

•   Organize community events that foster connections across age groups, such as potlucks and volunteer days.

Improve Emergency Preparedness Training:

- Provide workshops and training sessions at senior centers focusing on disaster preparedness.

Promote Affordable Health Services:

- Advocate for sliding-scale fees for care services based on income.

- Establish volunteer programs for home repairs and gardening assistance (e.g. crowdsourcing).

Foster Job Opportunities:

- Encourage employers to adopt flexible job roles for older adults and provide incentives for hiring them.'

- Develop training programs to help older adults re-enter the workforce and learn new technologies.

Enhance Transportation Access:

- Expand rideshare programs and volunteer driver services to assist older adults in getting to essential locations.

- Offer classes on navigating public transit systems and providing personalized assistance.

Increase Community Awareness:

•	Promote existing programs and resources through various channels, including social media and community events.

•	Encourage local organizations to reach out to older adults with information about services and opportunities.

Support Home Sharing Initiatives:

•	Provide educational resources on home-sharing and create mediation services for participants (e.g. tenant issues).

•	Encourage community-driven maintenance programs for homes and public spaces**.**

Prompt Group Questions

- What may be some reasons behind these results?

- What can be done to address these gaps in services; address these needs?

Breakout Groups (30 min)

1. Break out in groups of +5.

2. Select a topic to discuss as a group.

3. Assign a group facilitator, timekeeper & reporter.

4. Reconvene as a larger group to share your groups' top ideas.

Thank you

agefriendlysiliconvalley.org
seniorsagenda@ssa.sccgov.org