

## Stoughton Area Senior Center Survey Results: 2019/2020

A survey was created to evaluate the Senior Center's effectiveness in accomplishing its mission: "to enrich the lives of older adults and their families by providing diverse programs, social services and volunteer opportunities." The multi-service survey combined key questions contributed by Center staff, Program, Volunteer and Public Relations Committees to generate ideas and prioritize future goals.

The survey was advertised in the SASC newsletter, SASC website and Facebook page, Stoughton Courier-Hub, Stoughton Tower Times newsletter, Township newsletters and websites and was also emailed to various individuals/email groups and mailed to neighborhoods with senior residents. Respondents had the option to be confidentially entered into a drawing for \$25 Stoughton Chamber Dollars. Out of 352 surveys, 164 people responded, or 46.6%.

1) What is your age?

<b>Options Given</b>	<b># of Responses</b>	<b>% of Total</b>
49 years or younger	1	0.6
50-59 years	4	2.4
60-69 years	37	22.6
70-79 years or older	60	36.6
80-89	50	30.5
90	12	7.3
<b>TOTAL RESPONSES</b>	<b>164</b>	

2) I am currently:

<b>Options Given</b>	<b># of Responses</b>	<b>% of Total</b>
Working part-time	10	6.2
Working full-time	5	3.1
Not working / retired	147	90.7
<b>TOTAL RESPONSES</b>	<b>162</b>	

3) I am a resident of:

<b>Options Given</b>	<b># of Responses</b>	<b>% of Total</b>
City of Stoughton	148	90.2
Town of Albion	1	0.6
Town of Dunkirk	7	4.3
Town of Dunn	1	0.6
Town of Pleasant Springs	4	2.4
Town of Rutland	1	0.6
Oregon, WI	1	0.6
Madison, WI	1	0.6
<b>TOTAL RESPONSES</b>	<b>164</b>	

4) **Do you participate at the SASC?**

<b>Options Given</b>	<b># of Responses</b>	<b>% of Total</b>
Yes	99	60.4
No	65	39.6
<b>TOTAL RESPONSES</b>	<b>164</b>	

5) **As a result of participating at the SASC...**

<b>Options Given</b>	<b># of Responses</b>	<b>% of Total</b>
My quality of life has improved.	43	26.2
I am more physically active.	33	20.1
I see friends more often/make new friends.	61	37.2
I learn new things.	65	39.6
I have saved money.	23	14.0
I am better able to live independently.	29	17.7
I would recommend the SASC to my friends.	91	55.5
Not Applicable. I do not participate at the SASC.	53	32.3
No response	3	2.6
Other: (typed in responses below)	21	12.8
<p>Helps many people, coffee time/conversation, we like it –busy, do not attend, wood shop, I would like to participate more in the future, Music appreciation, babysitting 5 days a week, moved to Skaalen retirement condo, I like the choice of activities, I recently retired as of Jan. 2, I attend presentations, transportation for Dr. appointments, volunteer, I have only lived here since Jan., my clients enjoy the center, I tried reflexology</p>		
<b>TOTAL RESPONSES</b>	<b>164</b>	

6) **If you sometimes choose not to, or have never participated at the SASC, what are some reasons why you don't attend?**

<b>Options Given</b>	<b># of Responses</b>	<b>% of Total</b>
Parking is difficult at the SASC	39	23.8
I feel I am too young	11	6.7
I am too busy/have no time	33	20.1
The programs and events do not interest me	15	9.1
I have caregiving responsibilities	14	8.5
I am in poor health	15	9.1
SASC program times are not convenient for me.	11	6.8
Transportation is difficult for me	15	9.1
I didn't know what SASC offered.	13	7.9
I can't afford it	1	0.6
Not applicable. I do participate at SASC.	4	2.4
No response	3	1.8
Other: (typed in responses below)	30	18.3

I am busy, I would participate more but I tend to procrastinate, I am disabled, never think about it, I'm involved at Skaalen, often reluctant to attend alone and events don't always appeal, I probably would if someone went with me, I keep meaning to check it out, I am handicapped. I use a motorized cart, Don't have friends that attend, I am blind, we still have other opportunities in Madison, some programs and events don't interest me, I just forget what is available, caregiving 3 year old grandchild, just moved here, I heard about a lady who played Mrs. Mark Twain was spectacular. Money is an issue, I liked playing Bridge on Thursday until the Home Cooked Meals started, Old and slow!

TOTAL RESPONSES	<b>164</b>
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7) **Stoughton Area Senior Center (SASC) offers the following services and programs. Which do you feel are important to have in our community?**

<b>Options Given</b>	<b># of Responses</b>	<b>% of Total</b>
Attorney Office Hours	101	61.6
Blood Pressure Screens	101	61.6
Case Management (staff assistance with medical, legal, housing, food, or financial needs)	130	79.3
Computer Lab / Tech Assistance	86	52.4
Foot Care Clinic	94	57.3
Loan of Adaptive Equipment	123	75.0
Meals on Wheels	124	75.6
Lunch On-site at Noon	114	62.7
Medicare / Med D Rx Assistance	112	69.5
Support Groups (AA, Caregiver, Grief, Low Vision, MS, Parkinson)	96	58.5
Transportation Assistance	115	70.1
Veterans Assistance	91	55.5
Volunteer Opportunities	88	53.7
Arts / Creative Programs	81	49.4
Book Groups	66	40.2
Educational Programs	85	51.8
Entertainment	103	62.8
Exercise / Fitness Programs	95	57.9
Games / Cards	89	54.3
Health Presentations/classes	86	52.4
Intergenerational Activities	58	35.4
Language Courses	52	31.7
Movies	80	48.8
Social Opportunities	99	60.4
Technology Classes	72	43.9
Themed Events	59	36.0
Trips/Outings	98	59.8

Wood Shop	69	42.1
Other: NO response	3	1.8
Other: "All of the above," "You have it covered."	5	3.0
Other: (typed in responses below)	17	10.4

Specific hobby groups, would like to see something for photography—I can help with that, building open (with coffee) on Saturdays and holiday mornings, all of the above are wonderful especially if alone, a sewing group, all of the above, a fantastic senior center!, style show, food dropped off by stores and seniors with garden extras, you have great programs, trips for those of us who can't walk well, store where I can sell my sewing crafts, these are all good and when we have different needs in the future we will enjoy using them. Thank you. We appreciate the involvement of the Senior Center in the Monday musicals organized by John Beutel. They are excellent, I would like to learn euchre. Please teach euchre from scratch. Groups already well established and they play rapid fire, will probably use more that is offered in the future, you have great programs, just allowing seniors to be with people

TOTAL RESPONSES	<b>164</b>	
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8) **Which is your preferred form of communication for finding programs and services?**

<b>Options Given</b>	<b># of Responses</b>	<b>% of Total</b>
Local newspaper, <i>Stoughton Courier Hub</i>	73	44.5
SASC newsletter, <i>Yahara Senior News</i>	110	67.1
<i>Stoughton Area Guide for Senior Services</i>	30	18.3
SASC Facebook page	26	15.9
SASC Twitter page	1	0.6
SASC Website	27	16.5
SASC digital sign	29	17.7
Internet (i.e. Google or Yahoo)	17	10.4
<i>Tower Times</i> , City of Stoughton quarterly	32	19.5
Email	39	23.8
WSTO	4	2.4
You Tube	3	1.8
Telephone	37	22.6
In person contact	33	20.1
Posting at my housing complex	19	11.6
Ask a friend / neighbor / relative	22	13.4
Church or place of worship	13	7.9
Other: No response	10	6.1
Other: (typed in responses below)	3	1.8

Library, clients tell me, when I have coffee with friends,

TOTAL RESPONSES	<b>164</b>	
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**If you have any suggestions regarding how we could improve the programs or services we provide please comment below.**

42 responses

- Offer evening and weekend programming, educational events and trips
- More parking spaces
- I note that AARP can identify when everyone turns 50. Is it possible to identify people within the area of Stoughton Senior Center turning 60 and to send them an invitation to checkout the senior center?
- Please consider offering something about photography - I can volunteer for that. :)
- I'd like to see more art classes or creative events like the bird house building event I attended.
- The Sr Center needs fresh paint, cleaner carpets, modern updating. The outside and bathrooms needs the same. It is not being kept up and modernized like neighboring Sr Centers. Parking is horrible. And if you're in a wheelchair or walker its worse. The staff seems friendly and informative. I'm wondering what financial support does the city give the center verses other centers in other cities. I think the city needs to give and support the center better.
- Would it be possible to reschedule Bridge to Thursday afternoon, the same time as Sheepshead and other players meet? This would not interfere with the home cooked meals served on Thursday that are very popular.
- Parking is a huge problem. Get rid of those other buildings on the property or consider moving to Kettle West. Everyone I know drives, doesn't walk to SASC. It is not easy if you're in a wheelchair or walker to park and enter the building. The building needs to be modernized, fresh paint, carpets cleaned, bathrooms cleaned and parts replaced. It is not taken care of. The entrance on the side is not clean and welcoming. Cement is broken. The city of Stoughton has more than normal senior citizens. Why doesn't the city take more care, allot more money? The city needs to compare Stoughton with other neighboring centers.
- Doing a great job
- Doing a great job! This is evidenced by all the happy people I see there and the accreditations at both the state and national levels. Congratulations!
- None at this time. Plenty is offered, things are well advertised and attended, and staff is fantastic in helping everyone.
- Have more day trips available.
- Just keep up the good work!

- I will be there next month, I often feel coming to SASC that I'm there with my parents (90) I would like to have classes etc. geared toward my age. Not sure how to focus on that.
- We don't go the SASC, but from what we hear we would like it. We have 20 grt grands and we are kept pretty busy.
- You have covered everything I can think of. Just keep up the good work! It is a great place for seniors and you have a great crew serving us.
- I have 30+ years experience in insurance, sales, marketing and customer service. The kitchen lady asked me to wash towels when I volunteered. What an insult!
- You could update Parking, the SASC Facility, the cleanliness of the facility.
- Everything you have listed is very good. We are so fortunate to have this senior citizen center in Stoughton. I would love to see you get a zumba class. I know you are trying to get someone. Thanks for everything you do.
- Wonderful services , I'm not in need at this time, But important to know many are available.
- Since we live at Skaalendal, we have all the services we need at this time. SASC might be something in our future. I volunteer at Skaalen.
- Yahara Senior News - sometimes events are over by the time I read the news. Would love a "coming next month" article!
- I may be interested in day volunteer service as receptionist or something similar. I am recouping from knee surgery right now.
- You are doing an excellent job!
- I have no knowledge of offered programs so feel uninformed to address.
- You provide very good programs and services. We just don't take advantage of them.
- I know you do a wonderful job. I am a retired RN - I keep so busy I have not had time to use any of your kind Services.
- More trips, Reach out to senior apartments for programs that they might enjoy for those who cannot get out.
- At this time, I haven't used your facility. In the future I'm sure I will. Thank you for all you do for Seniors.
- ?? Sewing-- mini quilts on hangers --Don't have sewing machine
- I have volunteered to wash the loan equipment as needed, send birthday cards as needed and water indoor plants.
- Offer more close travel - short distance, special occasion travel, offer more music entertainment - what we have now is very good!
- You already do a great job!

- How about replacing the antique computers in the computer room with some "hand me down" ones from the schools? Also, would it be a good idea to have a bottle of hand sanitizer in with the computers?
- I think people would enjoy going to Farm & Fleet; maybe put it in with the mall outings. I bet they would bring a few carts right out to the bus! :)
- Could you please have more country & western singers? Could you start a crafts class? This would be nice.
- Keep the staff friendly and helpful as it is.
- I see the senior center as a conduit for connecting seniors with opportunities offered by individuals, concerned groups and various government services. It has done a great job linking seniors with these services.
- More movies appropriate for the elderly! (Humorous and educational)
- RSVP driver was Richard Hoffman. He was very good transportation. I don't like new one.

## **Summary:**

### **Age: 164 responses**

Most participants are between 60 and 89 years of age.

60-69 = 22.6%

70-79 = 36.6%

80-89 = 30.5%

### **Current status: 162 responses**

90.7% of participants are retired or not working.

### **Residency: 164 responses**

90.2% are residents of Stoughton.

### **Participation: 164 responses**

60.4% say they participate at the SASC.

### **Results of participation: 164 responses**

37.2% say they are mor physically active.

39.6% say they learn new things.

55.5% would recommend the SASC to a friend, but 32.3% say they do not participate.

### **Reasons some do not attend: 164 responses**

There was a wide variety of responses in this category. The two most cited reasons were parking problems (23.8%) and no time (20.1%).

### **Programs people feel are important: 164 responses**

Most participants indicated multiple answers on this question and many offered ideas for future programs. All of the programs listed had at least 31% support. The most popular programs include:

- 79.3% Case management assistance
- 75.6% Meals on Wheels
- 75% Loan of adaptive equipment
- 70.1% Transportation
- 69.5% Medicare assistance
- 62.8% Lunch on-site
- 62.8% Entertainment
- 61.6% Attorney office hours
- 61.6% Blood pressure screening
- 60.4% Social Opportunities
- 58.5% Support groups

#### **Preferred method of communication: 164 responses**

The two most often chosen methods were The local Courier Hub (44.5%) and the SASC Newsletter (67.1%).

#### **Conclusions/Observations**

Clearly, the SASC fills a niche for many seniors in the Stoughton Area. It is a community space that allows seniors to gather socially, receive support, find answers to questions and to be entertained. Many feel that it helps to improve their quality of life; being more active, meeting up with friends and making new friends. The current programs were all supported in the responses.

When asked for suggestions for improvement, many simply complimented the staff on the great job that was being done. This came through on the Lunch on-site survey that was done earlier too. People appreciate the efforts on the part of staff members. There were many suggestions for new programs including travel, both short and long distances, hobby-based such as sewing, a store to sell crafted items and even a style show.

This survey shows an increased interest in participation: 135 responses in 2017 and 164 in 2020. The responses seem to indicate enthusiasm for the programs and services that are provided. With all the current programs and the many that were suggested, it might be helpful for the SASC, in collaboration with the city of Stoughton, to look for ways to expand the spaces that are available for these programs. Parking was an issue for many respondents and was listed as a reason that more people do not come to the center. This too should be given consideration.

Overall, the survey shows a satisfaction with the SASC on the part of Stoughton Area Seniors who participated in this survey. This is their community space and as one respondent said, "just allows seniors to be with people."



## Recommendations

To begin, the results of this survey are being reviewed during the Center's closure to the public. The following recommendations are being considered alongside the many safety precautions our staff is currently planning and implementing.

### COA

- Review the Senior Center's ADA accessibility, especially taking parking into consideration.
- Continue to consider ways to improve parking, including requesting the Annex space.
- Support the request to the City Finance Department to propose in the 2021 budget that the City relinquish the annex building for the Center.
- Support the proposal to fundraise for the reconstruction of the Annex space so that the only hit to the City would be the loss of rent from the current four businesses.
- Review the comments expressing concerns with the Center's cleanliness and upkeep and determine if funding is needed to address them.
- Consider a request for more case management hours, citing that the service rated highest in importance to the community of all our services (79%) in addition to the increasing amount of complex cases our case managers receive.

### Programming

- Review possibilities for offering types of classes and events expressed in comments.
- When safe to do so, consider doing some satellite programs with Skaalen, senior housing or town halls. Also continue to work with the City's Recreation Dept. and Stoughton Hospital to determine other possibilities for the Center to use for its space needs.

### Public Relations

- Consider how we can improve our marketing to be more welcoming and give a better depiction of how people of all abilities can participate at the Center.
- Consider ways of emphasizing our Friendship Fund option for people who see money as an issue for participating at the Senior Center.

### Evaluation

- Determine how to share the information from this survey with the public; consider how to display highlights in an engaging way via the newsletter and social media.