

Senior Focus Group Feedback

Thursday, January 11, 2018

Structure: There were 22 seniors in attendance. They were broken down into five round tables. There were six areas I was interested in receiving feedback about (trips, education, cultural/visual arts, technology, facilities, and marketing). I put together packets to cover each area that included some conversation starting questions. I gave each group 7 minutes to discuss each area and one individual to record results.

Area: Trips

What new places would you like to visit?

What location would you like to see again?

What outdoor activities do you enjoy?

Is there a special accommodation that would entice you to join a trip?

Responses

Local (Colorado)

Wolf Sanctuary
Fishing
Football game
Hiking
Sand Dunes
Fairplay – Burro races
Pueblo River Walk
Terry Bison Ranch
Train to Granby
Quilting Convention
Royal Gorge train
Rafting trip
Dog sledding
Glenwood caverns
Barr Lake
Rocky Mountain Arsenal
Trips on more high ability level
Castlewood Canyon
Aspen viewing

Train museum
Glenwood/Cottonwood Springs
Georgetown Loop
Nature hikes
Union Station & LoDo
Estes Park
Nutcracker Ballet
Plays, concerts in downtown Denver
Durango trip – Mesa Verde, Leveda Pass

Extended (outside Colorado)

Cheyenne Frontier Days
Overnight trips - affordable
Tulip Festival in Portland
Mt. Rushmore
Grand Canyon
Yellowstone National Park (Bishop Castle)
Gettysburg

Area: Education

What sort of educational class or presentation would you like to attend?

Are there any trades you would like to learn?

How do you learn best?

Responses

Cooking	Social/Natural History
Computers	Art classes
Eating healthy on a budget	Tai Chi
Coupon class (digital)	Music performanc
Learning how to invest/trade	Laws – how to research issues
Wood work	How to search govt websites for info.
Stain glass	Creative writing/poetry
Pickle Ball	Train history w/trip
Bird watching/wild flower identifying	Classes followed by trip
Health/nutrition classes	Antiques
Music therapy	
Cross stitch/crochet	
Geneology class (check Eagle View)	

Area: Cultural/Visual Arts

What type of program could we offer using our new stage at Bison Ridge?

What type of events would you like to see offered?

How do you express yourself artistically?

Responses

Craft or art shows	Painting
Concets	Public speaking
Theater classes and performances	Exciting presenters
Photograpy	Pole dancing
Needle work	Talent shows
Trips to concerts, plays, community	VIP awards
orchestra, book signings, poetry readings,	Senior play
speeches, lectures	Dance – square dance performance
Comedy shows	Singing opportunities
Magic	Youth/senior interaction
Pottery	

Area: Technology

What sort of computer classes would you like to see offered?
What technology devices would you take advantage of if available?
If you do not currently use computers, internet, or email... what is your hesitation?

Responses

Basic introduction to computers, emails	Power Point
Pictures on computers	Smart phone classes
Facebook	Digital camera photography (how to download/transfer photos)
How to order things online (plane tickets)	Make IPads available
I-Pad	Coding/website creation & building
Instructor only – lead class, not individuals	Art programs (photoshop, paint)
Different levels (beginner, intermediate, etc)	Visio – architecture, space planning
Laptops & desk computers	How to spot scams
Computers are intimidating & frustrating	Technology for smart tvs
Worried about identity theft	Bluetooth tech
Lack of internet access at home	Windows 10
	How to speed up computer

Area: Facilities

What new features would you like to see at the Eagle Pointe Senior Center?
If you don't take advantage of the senior center, what is your reason?
What accessibility concerns to you have with the center?

Responses

Exercise classes at all times of the day	Shower and changing station
Balance class	Shuttles for people to exercise at the other rec center
Yoga	North is too far away
Dry sauna	Warm pool with jets
Ventilation in the bathrooms	Auditorium
AC is too high	More powerful hair dryers
Jazzercise	More comfortable chairs
Water Tai Chi	Sound and music
Parking is a concern	A welcoming front desk
Video surveillance doesn't work	Senior Zumba
Cold air in senior center from outside door	Salsa class
Bars and chairs in the locker rooms	More senior yoga times
Non-skid flooring	Distance

Area: Marketing

What is your preferred method of receiving information about senior activities?

What could be improved about the way we market?

How can we increase participation?

How can we reach out to the community?

Responses

Text & email

Make sure unincorporated Adams Co. is covered

Survey of senior market

Neighborhood focus groups and surveys
Office

Offer more stimulating, vibrant activities
Mail

Word of mouth

Post in the center

Facebook

Be pushy

Monthly newsletter

Quarterly brochure

Calendar

Welcoming staff

Buddy pass

People don't have transportation

ALIFT is hard to work with for rides

Pickle Ball

Change perception of Commerce City

Ads in Connected

Clarify how to use Silver Sneakers

Feedback from Clickers/Evaluation Forms

1. At what age do you consider a senior citizen?

50	2
55	3
60	6
65	3
65+	1

2. What is your number one reason you come to the recreation center?

To Socialize	12
To Have Fun	11
To Learn	9
To Exercise	13
To Relax	7
Other	5

3. Approximately, how often do you register for a senior activity?

More than once a week	3
Weekly	5
Monthly	3
Few times a year	2
Never	4

4. How do you get to the center?

Walk	2
Drive Myself	15
Carpool with Friend	3
Bus	
A-LIFT	
Other	

5. How many years have you been coming to the senior center?

Have Never	1
0-2 Years	2
2-5 Years	5
6-10 Years	3
Over 10 Years	6

6. Would you attend a program or trip that is located at Bison Ridge?

Yes	15
No	2

7. What is your biggest reason for not attending senior activities?

Health	4
Transportation	3
Cost	3
Not Interested	5
Too Busy	3
Other	3

8. What senior service offering are you most likely to be involved?

Events	12
Drop-in Activities	7
Field Trips	10
Resources	4
Health/Fitness Classes	9

9. What technology offering would most likely interest you?

How to use a smart phone	5
Microsoft basics	2
Exploring the internet	7
Social media basics	3
Digital photos	5
Email basics	7

10. What cultural/visual offering would most likely interest you?

Cooking class	8
Eating healthy on a budget	10
Acting workshop	7
Improv group	6
Public speaking course	4
Learn a different language	8

11. In which way are you most effectively marketed to?

Mailings	12
Word of Mouth	6
Publications	6
Email	6
Internet	2

12. How did you hear about the Senior Focus Group

 5 Word of mouth

 6 “On the Move” newsletter

 6 City of Commerce City publication

 Email

 Other (postcard, rec center desk, mail, postcard)

13. How would you rate the Senior Focus Group in terms of the following:

	Poor	Fair	Good	Very Good	Excellent
Overall			1	7	8
Facilitator			1	7	8
Audio-Visual Aids			3	7	6
Presentation Handouts			1	5	10

14. On a personal level, how important were the topics to you?

 13 Very important

 3 Somewhat important

 Neither important nor unimportant

 Somewhat unimportant

 Very unimportant

15. What did you like the most about this year's Senior Focus Group? People making good suggestions, different ideas, Derrick, Zach, Vicki, Karen, everything was organized, I liked the topics that we discussed and am excited about the new rec center, all of it, information about the rec centers, participation of the activities and interest, it had great interaction of the group, a lot of interaction, well worth our time, very interesting, learned a lot, seemed more organized, liked packets at the tables on time limits, better than big papers on wall with colored dots, A+
16. How could we improve the Senior Focus Group moving forward? This was a good group, put wheels on it, nothing, keep having these focus groups as I think it was very helpful, I was surprised at how many were here today, listen to the input from the group, I am very satisfied, two a year, not sure, increased notification beforehand, recruit more people, just improve on what you are doing
17. What is one positive thing that you will take away from this meeting (e.g., something you learned about the department, someone you met, etc.) Meeting Mike Smith a new comer to our center, learning about all the changes, Vicki's bachelor degree, staff really care about all the seniors, the new rec center, I liked meeting the staff and having more interaction with them, how everything works with the senior groups, great people and table, ideas, when new facility will open and interaction of both, loved the interaction and possibilities, met a new person and had lots of feedback, Was at a very interactive table with great ideas

18. General Feedback (anything else you'd like to add) Give Vicki a raise, thank you, I am really excited about the activities for the upcoming year, I thought the whole class was productive, Well Done, it was very good

Name (Optional) Sandy Schmoller, Morris Chase, Tillie Villareal, Shirley Valentine

Email (Optional) ____