



Corpus Christi Senior Centers Survey Project

**TAMUCC MPA Capstone Project
Fall 2013**

Project Scope

- Determine customer satisfaction with the social programming and nutritional services at senior centers in Corpus Christi
- Determine customer perceptions of professionalism of service delivery at the centers
- Develop performance benchmarks for programming and operations to use for comparison to other cities

Who Goes? & Why?

- **Who visits the centers?**
 - 78% of respondents are between 65-84 years old
 - 63% are female
 - 79% drive themselves
 - 77% go at least 2-3 times per week, if not daily
 - 57% most often attend in the morning
- **Why attend?**
 - 73% come for Meals/Lunch
 - 52% Dances/Social Activities
 - 40% Volunteering

Survey Findings

- **High levels of satisfaction in every category surveyed:**
 - Overall satisfaction (82%)
 - Satisfaction with food service programs (58%)
 - Satisfaction with social programs (89%)
- **Perceptions – Program and Staff**
 - I feel welcome when I visit (94%)
 - I recommend the center to friends (94%)
 - Staff is courteous and helpful (91%)
 - Center is clean and inviting (91%)
 - Adequate accommodations for disabled seniors (82%)

Health & Social Outcomes for Seniors

- Levels of Favorable responses:
 - More socially involved with others (83%)
 - More mentally active (77%)
 - More physically active (75%)
 - Better able to take care of my health (72%)
 - Quality of life has improved (70%)
 - Able to live more independently (68%)
 - Healthier than I would be if not joined (61%)
 - Healthier than before (58%)

Barriers to Participation

- Activities reaching attendance caps (24%).
- Times activities are offered (24%)
- Hearing loss (21%)
- Limited mobility (14%)
- Lack of activity options (13%)
- Transportation to center (11%)
- Still employed (10%)



Suggestions for Improvement

Activities Center Charge Dance Food Friendly
Increased Longer Hours Paint Parking Pool Table Talking Volleyball

Text size equals approximate representation of responses

*One common theme not appearing due to numerous terms used is that of deferred maintenance of the facilities. Paint and parking are two terms used.

Benchmark Participants

- **12 cities asked to participate, 7 responded to questionnaire**

Responded

- Arlington, TX
- Austin, TX
- El Paso, TX
- Laredo, TX
- Lubbock, TX
- Portsmouth, VA
- Plano, TX (aspiration city)

Did Not Respond

- Houston, TX
- Brownsville, TX
- Mobile, AL
- Tampa, FL
- Chula Vista, CA

Comparable Benchmarks

- **Number of seniors served per week (per 1,000 65+ population):**
 - Group median: 52 per 1000 65+
 - Corpus Christi Centers: 61 per 1000 65+
- **Attendants that participate in food service programs:**
 - Group median: 53%
 - Corpus Christi Centers: 73%

Comparable Benchmarks

- **Hours of operation (average hours per week):**
 - Group median: 38.75
 - Corpus Christi Centers: 30
- **Programming categories offered:**
 - Group median: 4
 - Corpus Christi Centers: 4
- **Funding sources reported:**
 - Group median: 1
 - Corpus Christi Centers: 3

Conclusions and Recommendations

- **The seniors who participate in Corpus Christi Senior Center demonstrate:**
 - High levels of positive satisfaction toward programming
 - High levels of positive perceptions of staff
 - High levels of increased quality of life outcomes
- **The Corpus Christi Senior Center program does well when benchmarked with other aspirational and peer cities.**
 - Meets or exceeds 4 of 5 comparable benchmarks
- **Nutritional program is a key driver for overall satisfaction (73% participate) , but only 58% of people participating in the meal program are satisfied or very satisfied.**
 - Continue monthly survey to identify potential improvements in the quality of meals

Conclusions and Recommendations

- **Social programming is another key driver of satisfaction. Respondents were overall satisfied, but offered recommendations for improvement.**
 - Evaluate current hours of operation -- Second lowest hours of operation per week among benchmark respondents
 - Additional activities involving movement: exercise, Zumba, dance
 - Additional activities involving self- improvement courses: ceramics, computer classes
 - Address deferred maintenance issues

