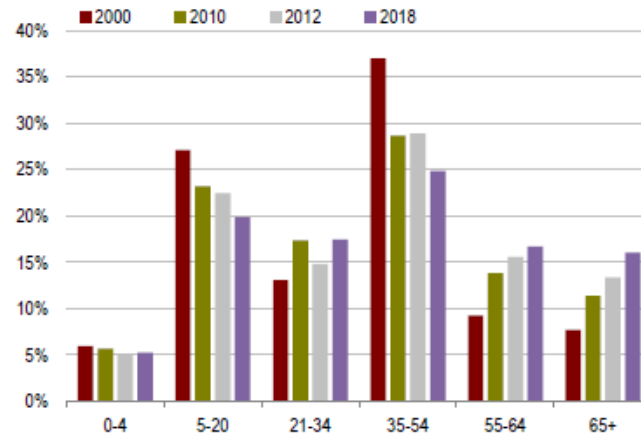




### Population by Age

Population Share by Age: 2000, 2010, 2012, 2018



Sources: 2000 and 2010 Census; Nielsen Co., 2012 (2012 estimate, 2018 projection)

Between 2000 and 2018 the age group 65+ is projected to experience the most growth in share, growing from 7.7 % of Yorba Linda’s population in 2000 to over 16% of the city’s population by 2018. This trend will most likely continue through 2025 as “Baby Boomers” continue to reach retirement age and existing seniors live longer. If this trend does continue, the 55 and over population will make up an estimated 33% of Yorba Linda’s population by 2025.

The age group expected to experience the greatest decline, by share, is projected to be the age group 35 to 54, which will drop from 28% of the city’s population currently in 2013 to 24.8% of the city’s population in 2018. This trend should flatten out or increase slightly from 2018 to 2025 as new housing tracts are developed and existing housing occupancy changes from seniors to families.

### POPULATION IN RECREATION PROGRAMMING CATEGORIES

Ages by Recreation Programming Categories		
Category	Age Range	Population
Preschool/Toddlers	0-5 yrs	3,094
Youth and Teens	6-19 yrs	14,495
Adults	20-54 yrs	29,150
Seniors	55 & over	18,678

Note: Total population figure for this table is 65,417, which differs from the total population of 65,777 shown in the 2012 Statistical Summary Table above because it does not include persons who reside in group care facilities.



- Building lasting public and private partnerships to promote local economies, good neighbors, recreation, conservation, tourism and establish sustainable funding for the Department
- Working with stakeholders to create and promote a strategy for sustainable Park and Recreation Department funding
- Effectively communicate with the public, policy makers, our partners, our peers and ourselves

To meet the recreation and amenity standards outlined in the Master Plan to support a variety of users and experiences for existing and future residents, the Parks and Recreation Department shall adhere to the facility policy of providing a variety of recreation facilities to support the programming desired by the community for all age groups including preschool/toddlers, youth/teens, adults and seniors. The facilities the community outreach defined as the priorities for most desired facilities in Yorba Linda for residents in order of community importance include:

- Walking Trails and Paths
- Neighborhood Parks
- Multipurpose Lighted Sports Fields
- Softball Fields
- Outdoor Basketball and Volleyball Courts
- A Community Park with multi-purpose lighted sports fields, a community center with classrooms, studios, preschool facilities, and space for cultural arts activities
- Equestrian Arenas/Event Center/Boarding Facilities
- Splash/Water Play Amenities
- Additional Equestrian Trails
- Off-Leash Dog Parks
- Municipal Pool Complex
- New Senior Center
- Another City Gymnasium
- Additional Outdoor Amphitheater
- Fitness Center
- Tennis Center
- Visual/Performing Arts Center
- Public Art
- Skate Park





The list of capital projects presented in the Chapter 2 recommended capital improvement program represent a wide range of project types, scope, and budgets, from basic equipment upgrades to entirely new structures. In terms of objectives, each new capital project should fall into one or more of the following categories:

**Improved access for all users** — renovation projects to reduce accessibility barriers and generally make the facilities more user-friendly for customers of all ability levels.

**General/deferred maintenance** — renovation projects to address wear and tear on existing facilities and prepare them to continue to serve the community for the next decades.

**Enhance revenue** — projects to strengthen the City’s ability to generate revenue through increasing rental space, expanding program capacity, and improving facilities to attract new users and season pass holders.

**Enhance efficiency** — projects to reduce City operating and utilities costs through strategies such as increased energy efficiency, reduced equipment repair and replacement, or reduced maintenance labor.

**Enhance programs** — facility projects to improve the quality, participant experience, and range of programs and special events that the City can offer.

**Enhance the Yorba Linda “Image”** — projects that enhance the customer experience and upgrade the aesthetics of City’s facilities to reflect the high quality of its programs, services, staff, and community expectations.

The Master Plan recommendations for programming policy are to create an efficient and accountable program delivery system that is driven by objective decision making through policies, procedures and performance measures developed in conjunction with staff and community feedback.

To accomplish this, the Master Plan recommends the following actions:

Determine the level of unmet need in each core programming area and prioritize which programs to address first.

1. Track age segments served and add new programs where age groups are left out.
2. Develop key special events around competitions, food, art, and entertainment.
3. Incorporate volunteerism as a business plan to develop the program delivery system:
  - a. Continue to develop the volunteer policy and training programs and nurture the volunteer rewards program



- b. Recruit volunteers to support special events
4. Increase staff training through the development of training and operation manuals, and ongoing training workshops.
5. Expand recruitment of contract class instructors and pursue offering more variety of fitness/exercise activities, more diverse cultural activities in music, dance, and lifelong learning opportunities.
6. Try developing more organized walking and hiking programs, such as, a seniors walking club, an adult walking miles for health program, preschool hiking outings.
7. Increasing marketing and incentives for greater participation in existing special events.
8. Focus on improving program offerings for youth, teens and seniors; to insure those program rating grades do not decline.
9. Pursue development of more age specific special events, such as, adult softball tournaments, summer teen concerts in the park, more holiday events for preschool/toddlers, and an outdoor senior's fitness and health expo with entertainment.
10. Consider making use of the tennis courts for a pickle ball and or paddle tennis league for adults and seniors to keep up with growing trends.
11. Consider adding family fun nights at YLCC with entertainment and different age group activities.
12. Monitor program attendance and if participation declines below 70% of expected participation review program for changes or replacement with another activity.
13. Consider creating a nature path on the grounds surrounding the YLCC for the blind with plant identification signage done in Braille as an environmental program to meet the goal of helping disabled persons feel included & socially active.
14. Continue to expand technology based recreation activities with classes on computer & tablet use, digital photography, smart phone applications, movie making, web site building, blogging, and graphic design.
15. Consider creating a "Public Art" program that could include art work in public spaces, use of public facilities as visual art galleries, and an Artist-in-Residency program to create murals and decorate unsightly control boxes.



## 2.4 Community Priority Goals for Parks and Recreation

During the Master Plan process there was extensive public outreach done to determine what Yorba Linda residents felt should be the goals for park and recreation services for the next 10 years. The goals the community wishes the department to focus on to accomplish their vision and implement their mission include:

- Providing opportunities to enjoy nature and the outdoors
- Promoting youth and teen mental and physical development
- Improving fitness, health and wellness for all ages
- Providing opportunities for lifelong learning and self-development
- Providing cultural opportunities in music, dance, art and theater
- Helping seniors maintain socially active healthy lifestyles
- Connecting people together through events, neighborhood programs and family activities
- Opportunities for adults to participate in physical activities
- Helping disabled persons feel included and socially active

## 2.5 Vision, Policy and Strategies for Parkland Acquisition

**2.5.1 Vision for Land Acquisition** - "Our vision for parkland acquisition, trails acquisition and open space preservation is to acquire through parkland, trail, and open space dedication requirements; lease agreements; joint use agreements; and, right-of-way easements; the appropriate level of park type experiences to equitably meet the goals and recreation benefits the community has defined for the Parks and Recreation Department".

**2.5.2 Policy for Land Acquisition** – The Parks and Recreation Department shall adopt the following parkland policy standards:

**2.5.2a Mini Park Standards** - A mini-park typically contains less than 2.5 acres of land. Mini-parks, also termed "vestpocket" parks, contain specialized facilities that serve a concentrated or limited population or specific group such as tots or senior citizens. The service radius is sub-neighborhood, at approximately one-quarter mile maximum. Desirable site characteristics include location within neighborhoods in close proximity to housing developments or senior citizen housing. Limited equipment is provided at these locations, such as tot lot play equipment, benches and picnic areas.

**2.5.2b Neighborhood Park Standards** – A neighborhood park is any general use local park developed to serve the needs of a particular neighborhood within a community. The size of the park depends on the population within its service area and the extent of desired amenities, but usually ranges from 2.5 to 5.0 acres. Typical neighborhood parks may be within walking or bicycling distance of park users with a service radius of



decade for unforeseen park improvements and park rehab projects, which equates to \$2 million each over the next 20 years.

Some of the projects may be “bundled” into one project if there is community support, for example, it would be more cost effective to build a new community park with a sports complex, multipurpose community center and aquatics center with shared parking as one project versus building separate facilities.

A pool and tennis center with concessions and sponsors may be a good combination that could be funded with a revenue bond or lease purchase option.

As a rule of thumb, mini parks, green belts, and neighborhood parks should be funded from the Park Fund. Special use facilities should be funded from the General Fund or special source funding, like grants, donations or financing options. Community Parks and facilities should be funded from park bonds or State or Federal grant or stimulus programs.

Combining funding sources can help get projects funded. The Park and Recreation Department, Parks and Recreation Commission and City Council should review the funding options presented in Chapter 2.9 and undertake an assessment of which might be viable and then develop a plan to take forward for approval.

## **2.7 Vision, Policy and Strategies for Recreation Programs**

**2.7.1 Vision for Recreation Programs** – “Our vision for recreation programs will be to effectively deploy our mission and establish programs and activities that provide opportunities to enjoy nature and the outdoors; promote youth and teen mental and physical development; improve fitness, health and wellness for all ages; provide opportunities for lifelong learning and self-development; providing cultural opportunities in music, dance, art and theater; help seniors maintain socially active healthy lifestyles; connect people together through events, neighborhood programs and family activities; provide opportunities for adults to participate in physical activities; and, help disabled persons feel included and socially active”.

**2.7.2 Policy for Recreation Programs** – Our programming policy shall be to create an efficient and accountable program delivery system that is driven by objective decision making through policies, procedures and performance measures developed in conjunction with staff and community feedback.

**2.7.3 Strategies/Recommendations for Recreation Programs** - The core programming efforts of the Parks and Recreation Department should be in Fitness and Wellness, Outdoor Adventure, Youth Sports, Environmental Education, Youth and Active Adult Enrichment, Visual and Performing Arts, Adult Sports, Summer Camps, Senior Services, and Citywide Special Events.



The following strategies should be used to accomplish this:

Determine the level of unmet need in each core programming area and prioritize which programs to address first.

- a. Track age segments served and add new programs where age groups are left out.
- b. Develop key special events around competitions, food, art, and entertainment.

Incorporate volunteerism as a business plan to develop the program delivery system:

- a. Continue to develop the volunteer policy and training programs and nurture the volunteer rewards program
- b. Recruit volunteers to support special events

Increase staff training through the development of training and operation manuals, and ongoing training workshops.

Expand recruitment of contract class instructors and pursue offering more variety of fitness/exercise activities, more diverse cultural activities in music, dance, and lifelong learning opportunities.

Try developing more organized walking and hiking programs, such as, a seniors walking club, an adult walking miles for health program, preschool hiking outings; and, increasing marketing and incentives for greater participation in existing special events.

Focus on improving program offerings for Youth/Teens and Seniors; to insure those program rating grades do not decline.

Pursue development of more age specific special events, such as, adult softball tournaments, summer teen concerts in the park, more holiday events for preschool/toddlers, and an outdoor senior's fitness and health expo with entertainment.

Consider making use of the tennis courts for a pickle ball and or paddle tennis league for adults and seniors to keep up with growing trends.

Consider adding family fun nights at YLCC with entertainment and different age group activities.

Monitor program attendance and if participation declines below 70% of expected participation review program for changes or replacement with another activity.



events. Each scoring sheet lists the programs offered by the City of Yorba Linda in the population category, provides an analysis of the programs for each population and performs a weighted score evaluation to determine if the overall program delivery for that age population meets the community priorities and other criteria determined by the results of the community outreach tools.

Programs are evaluated in several categories including community priorities, location and access, quality, and costs. The evaluation provides a goal, performance measure, and measurement scale to determine the scoring for each population category. A discussion of how the programs were measured is also included. The maximum number of points a program category can receive is 20. The following is the rating range of the point system:

- |                  |  |
|------------------|--|
| <b>“A” 16-20</b> | Programs meet community priorities, are easily accessed, meet quality expectations & are affordable  |
| <b>“B” 11-15</b> | Programs need to be expanded or improved to meet community priorities, accessibility, quality expectations or become affordable  |
| <b>“C” 6-10</b>  | Programs need facility improvements or new facilities in addition to quality improvements to meet community priorities, accessibility, quality expectations or become affordable |
| <b>“D” 0-5</b>   | Programs fail to meet community priorities and need major overhaul   |

The priority benefits the community indicated they wanted most from recreation programs according to the results of the community outreach tools are:

- Providing opportunities to enjoy nature and the outdoors
- Promoting youth & teen mental & physical development
- Improving fitness, health and wellness for all ages
- Providing opportunities for lifelong learning and self-development
- Providing cultural opportunities in music, dance, art and theater
- Helping seniors maintain socially active healthy lifestyles
- Connecting people together through events, building stronger neighborhoods and families
- Opportunities for adults to participate in physical activities
- Helping disabled persons feel included & socially active





### 4.3 Program Evaluations (See Appendix G for program rating sheets)

The program evaluation ratings for the City's park and recreation programs are as follows:

Program Category	Rating	Grade
Pre-school/Toddler Programs	16.3	A
Youth/Teen Programs	17.15	A
Adult Programs	16.2	A
Senior Programs	16.1	A
Community Special Events	16.6	A

The cumulative average rating for all park and recreation programs is **16.47**, which also translates to an "A" rating. Although all of the program evaluations received an "A" rating, there is still room for improvement and the City must continue to work at the things that have allowed them to offer quality programs that are accessible and meet the stated community priorities. These grade ratings are very good and reflect the community's expressed opinion of the City's park and recreation programs. For the City to increase the rating value of its programs it will mean meeting community demand as expressed in the community outreach process, reviewing what programs other cities offer to see if there are additional programs that may suit Yorba Linda and allow the Parks & Recreation Department to keep up with recreation trends, and pursuing recommended facility improvements in the Master Plan to accommodate expanding and adding programs to meet future trends and demand.

Recommendations for doing this include:

- Increase staff training through the development of training and operation manuals, and ongoing training workshops.
- Expand recruitment of contract class instructors and pursue offering more variety of fitness/exercise activities, more diverse cultural activities in music, dance, and lifelong learning opportunities.
- Try developing more organized walking and hiking programs, such as, a seniors walking club, an adult walking miles for health program, preschool hiking outings; and, increasing marketing and incentives for greater participation in existing special events.
- Focus on improving program offerings for youth/teens and seniors; to insure those program rating grades do not decline.



- Pursue development of more age specific special events, such as, adult softball tournaments, summer teen concerts in the park, more holiday events for preschool/toddlers, and an outdoor senior's fitness and health expo with entertainment.
- Make use of the tennis courts for a pickle ball and or paddle tennis league for adults and seniors to keep up with growing trends.
- Add family fun nights at with entertainment and different age group activities.
- Monitor program attendance and if participation declines below 70% of expected participation review program for changes or replacement with another activity.

#### **4.4 Scoping Session/Staff Interviews**

The data input process started with a facilities tour and interviews with facility and program staff on use patterns, maintenance, and programming issues. The RBF consulting team's overall impressions were that facilities are well maintained, well used and staff morale and enthusiasm for their jobs was high.

The issues staff said they would like to see addressed in the parks and recreation Master Plan included:

- How does the number of facilities we offer in Yorba Linda compare to the number of facilities offered in other cities?
- Will the Master Plan address improvements that are needed at our park sites that would enhance recreation programming and improve the park experience for users?
- How do we know what future facilities we are going to need to meet future trends in recreation?
- How does our program offerings compare to other similar cities?
- How should we prioritize space and facility use between age groups?
- What do our current users think of our facilities and programs?
- How do our programs rate against standardized evaluations?
- Are there any gaps in programming that we need to address?
- How do we maintain and expand our current community partner relationships to better serve our residents now and in the future?

#### **4.5 Organized Sports Groups Questionnaire**

There are a number of non-profit Sports Groups in Yorba Linda that provide sports programs for youth in addition to the sports programs the City provides directly. The Parks and Recreation Department provides field allocation and scheduling for all of these groups and meets with them on a regular basis to resolve conflicts.



- Rental fees for facilities are expensive
- Need more lighted volleyball and basketball outdoor courts

**The majority consensus for question number four was:**

- A larger Library with expanded hours
- Outdoor event space for all types of events
- A performing arts center with art galleries
- A separate senior center
- More teen activities at TLFH and TRAC
- A larger tiny tot/toddler facility (TRAC too small)
- A soccer field complex
- A gym dedicated to just City programs with a fitness center
- Expand exercise and dance programs
- A new equestrian center
- Connecting the trail system and creating trail loops
- More lighted multipurpose sports fields
- More summer job opportunities for teens
- Preservation of open space
- A dog park
- A public swimming pool
- Water play areas in neighborhood parks

#### **4.13 Senior Citizens Survey**

In addition to meeting with the Yorba Linda Seniors Club at the Yorba Linda Community Center and interviewing other senior providers in the community, a Senior Citizens Survey was also conducted (**see Appendix E for Senior Citizen Survey form**). The survey was handed out to participants at senior activities, by the Seniors Club, at senior events, and was available for seniors to pick up at City facilities.



The senior citizen survey was conducted in April & May 2012 to gain feedback on how aware seniors are of the programs, activities and services that are available to them in Yorba Linda; if they think any of these programs, activities and services should be expanded; and, if they would be willing to pay a fee for the programs, activities, facilities and services if it was affordable.

The survey also asked for information about their use of the Yorba Linda Community Center for senior programs and their use of the Yorba Linda Library. Demographic information on age, living arrangements, ethnicity, gender and their use of computers was also asked. Finally, the seniors were given a chance to make suggestions and give a personal comment.

About 1000 surveys were handed out and 124 were returned. There were some surveys returned where the respondent did not answer all of the questions, choosing to answer only those they wanted to give input on.

The completed surveys were a good mix of demographics and a good cross section of program participants. While a random written survey is not statistically a representation of all seniors in the community, the over 10% return rate does provide considerable input on senior needs and demand for services in Yorba Linda. This survey, along with direct input from focus groups, interviews and other community surveys provides a good basis for determining future senior citizen activity, program, facility and service needs.

## **DEMOGRAPHIC OVERVIEW OF SURVEY RESPONDENTS**

### ***Gender***

Thirty two percent (32%) of the respondents were male and seventy two percent (72%) were female, so more than double the survey opinions are from women. According to the "ESRI" 2010 Census Summary Profile demographic information (this will be used in both the General Plan Update and the Parks & Recreation Master Plan Update), the percentage breakdown of males and females 50 years of age and older in Yorba Linda is 48.5 % male and 51.5% female. In reviewing the attendance figures of seniors in programs at the Yorba Linda Community Center we found that the response percentages approximate the actual participation rates between men and women. The possible reasons for this and what possible things could be implemented to increase the male participation in senior programs and activities will be discussed in the final needs analysis of the park and recreation Master Plan.

### ***Ethnicity***

Seventy nine percent (79%) of the respondents indicated their race as Caucasian; 8% Asian (other than Chinese, Vietnamese or Korean); 6% Chinese; 2% Vietnamese; 2%



Hispanic; 2% Native Hawaiian/Pacific Islander and 1% Native American Indian or Alaska Native. The “ESRI” 2010 Census Summary Profile of ethnic breakdown for persons 50 and older in Yorba Linda shows that 80% are Caucasian, 14% Asian, 10% Hispanic, 1% Hawaiian/Pacific Islander, and 3% Native American or Alaska Native. This means the ethnic percentage distribution of surveys received generally equals the percentage distribution of seniors in Yorba Linda, except for the low response rate of the senior Hispanic population.

### ***Age***

The age distributions of the respondents were as follows:

50 – 59 = 11%

60 – 69 = 22%

70 – 79 = 52%

80 – 89 = 18%

90 – 99 = 3%

No one over 100 years of age responded.

The “ESRI” 2010 Census Summary Profile of people over 50 years of age in Yorba Linda is as follows:

50 – 59 = 51%

60 – 69 = 30%

70 – 79 = 12%

80 – 89 = 5%

90 + = 2%

As can be expected, the majority of senior services and program users are between the ages of 60 to 89, with ages 70 to 79 the highest users of senior programs. However, the survey does represent responses from all age groups 50 to 99 using or participating in senior activities in Yorba Linda.

### ***Living Situation***

Eighty six percent (86%) of the respondents live independently in their own home or apartment. Fourteen percent (14%) either live in their children’s home or their children live with them in their home. This statistic is most likely due to the current economic



situation and to cultural preferences to take care of one's family. It is consistent with AARP's findings that over 10% of the seniors in America either live with their children or their children live with them. We did not receive any responses from seniors living in assisted living or full care facilities.

### ***Computer Knowledge & Ownership***

Ninety four percent (94%) responded that they own a computer that works and ninety two percent (92%) responded that they know how to use the computer. Ninety one percent (91%) indicated they send and receive e-mail, twenty nine percent (29%) said they use Facebook, and 4% said they used Twitter. It appears that communicating with seniors via e-mail blasts and Facebook will be an effective way of marketing and informing seniors of available programs, activities and services.

## **PROGRAM AND FACILITY AWARENESS AND PARTICIPATION**

### ***Participation in Programs at the Yorba Linda Community Center***

Eighty percent (80%) of responders said they participate in senior and other programs at the Yorba Linda Community Center. Twenty percent (20%) indicated they participated in senior programs elsewhere. Seventy three percent (73%) of responders indicated they participate in senior programs with friends or neighbors, while twenty seven percent (27%) indicated they attend programs and activities on their own.

### ***Deterrents to Participation***

When asked if there are any deterrents to them participating in programs or activities at the Community Center, seventy four percent (74%) said there were no reasons they could not participate in programs at the Community Center. Thirteen percent (13%) said they could not afford the cost of classes and activities, 4% said transportation was a deterrent, 4% said their health was a deterrent, 4% said they have a disability that prevents them from participating, and 2% said programs at the Community Center were either not convenient for them or did not interest them.

### ***Volunteering***

Twenty seven percent (27%) said they volunteer to work in some capacity at the Community Center's senior programs, while seventy three percent (73%) said they did not volunteer. If more volunteers are needed City staff may want to do some follow up surveying to ascertain what it would take to interest more seniors to volunteer.



***Use of the Yorba Linda Community Center***

Ninety one percent (91%) responded that they have used the Community Center for programs, activities or services. Twenty eight percent (28%) said they use the Community Center daily, fifty nine percent (59%) said they use the center weekly, and thirteen percent (13%) said they use the Community Center once a month or less. The responses here indicate a high degree of repeat use, i.e. eighty seven percent (87%) use the Community Center at least weekly.

***Use of the Yorba Linda Library***

When asked if they use the Yorba Linda Library, fifty one percent (51%) of the seniors responded that they did, while forty nine percent (49%) said they did not use the Library. Of those that said they use the Library, only 1% said they use it daily, while twenty four percent (24%) said they used the Library weekly. Seventy eight percent (78%) responded that they use the Library once a month or less.

***Awareness of Facilities and Programs***

Seniors were given a list of senior programs, activities, services and facilities that exist in Yorba Linda and asked if they knew that these things were available to them. The purpose of this question was to ascertain the degree of awareness seniors have of the opportunities available to them in Yorba Linda.

The following table shows the percentage of respondents answering “yes”, that they are aware of the program, activity or facility, the remaining responses either did not know of the opportunity or were not sure if it was available to them.

<b>Activity/Service/Facility</b>	<b>Percentage of “Yes” Answers</b>
Senior Volunteer Program	74%
TRAILS – Senior Mobility Program	74%
Daily Senior Lunch Program	97%
Health Fairs and Flu Clinics	89%
Contract Classes (Yoga, Computer, Zumba, etc.	91%
Free Exercise Classes by Volunteers	87%
Senior Boutiques	74%
Senior Movies	95%
Wii Activities	74%
Senior Dances	87%
Dance Classes	90%
Craft Classes	90%
Mah Jong	75%
Game Room/Card Room	99%
Parties and Holiday Activities	92%



Activity/Service/Facility	Percentage of “Yes” Answers
Senior Bulletin	100%
AARP Tax Help	83%
Preventative Health Care for Adults (PHCA)	69%
Senior Resource Information (housing, transportation, etc.)	68%
Get Informed Lecture Series	65%
Retirement Planning	59%
Ballroom Dancing Lessons	63%
Government Surplus Food	76%
Tennis	51%
Ping Pong	66%
Bridge	88%
Bingo	87%
Places to Walk and Stroll	82%
Passive Areas with Park Benches	78%
Concerts	77%
Travel Programs	92%
Reading Rooms	60%
Internet Access	60%
OAP Exercise, Wellness, Quilting & Mature Driving	81%
Senior Tea & Fashion Show	74%

Overall, the awareness percentages are good and show that a high majority of seniors are getting the information they need to be aware of the opportunities available to them in Yorba Linda. Those programs, facilities and services that received less than a 70% awareness rating should be looked at as to how information about them can be publicized more so that seniors are made more aware of these opportunities.

***Need for Additional Programs***

Seniors were asked to review the list again and indicate if they thought City staff needed to focus on offering any more of the items listed. This question was asked to ascertain if seniors thought that the existing level of offerings is adequate or if there were certain programs, facilities or services that needed to be increased. The following table shows the results of the percentage of responders answering “Yes” that the level of offerings for these items needs to be increased. The remaining percentages did not think any increase in the offering of these programs, services or facilities is needed.





Activity/Service/Facility	Percentage of “Yes” Answers
Senior Volunteer Program	24%
TRAILS – Senior Mobility Program	31%
Daily Senior Lunch Program	21%
Health Fairs and Flu Clinics	30%
Contract Classes (Yoga, Computer, Zumba, etc.)	29%
Volunteer Exercise Classes	33%
Senior Boutiques	20%
Senior Movies	23%
Wii Activities	18%
Senior Dances	23%
Dance Classes	28%
Craft Classes	33%
Mah Jong	26%
Game Room/Card Room	29%
Parties and Holiday Activities	21%
Senior Bulletin	24%
AARP Tax Help	19%
Preventative Health Care for Adults (PHCA)	24%
Senior Resource Information (housing, transportation, etc.)	23%
Get Informed Lecture Series	20%
Retirement Planning	19%
Ballroom Dancing Lessons	23%
Government Surplus Food	20%
Tennis	14%
Ping Pong	16%
Bridge	27%
Bingo	22%
Places to Walk and Stroll	25%
Passive Areas with Park Benches	27%
Concerts	28%
Travel Programs	25%
Reading Rooms	24%
Internet Access	26%
Billiards	23%
OAP Exercise, Wellness, Quilting & Mature Driving	22%
Senior Tea & Fashion Show	18%

While an average of twenty five percent (25%) responded that there should be more offerings of the programs and activities listed, an average of seventy five percent (75%) indicated the level of offerings are fine and do not need to be increased. City staff may want to look at those items that received more than 25% “Yes” responses that the



offering needs to be increased to see if there is actually a demand for it or if the respondents just like the program and responded accordingly.

### ***Willingness to Pay***

The final question dealt with the issue of paying for the items listed. Seniors were asked to review the list again and indicate if they would be willing to pay for the activity, facility or service if they thought it was affordable. This question was included to ascertain the willingness of seniors to pay for existing programs and services if a time comes that tax dollars are no longer available to subsidize or support the offerings. The following chart shows the percentage of seniors responding “Yes” they would be willing to pay for the program, service or facility. The remaining responses were either “no”, they would not pay for the item; or, they were unsure if they would be willing to pay or not.

<b>Activity/Service/Facility</b>	<b>Percentage of “Yes” Answers</b>
Senior Volunteer Program	13%
TRAILS – Senior Mobility Program	28%
Daily Senior Lunch Program	40%
Health Fairs and Flu Clinics	28%
Contract Classes (Yoga, Computer, Zumba, Line Dance, etc.	36%
Volunteer Exercise Classes	18%
Senior Boutiques	18%
Senior Movies	18%
Wii Activities	16%
Senior Dances	27%
Dance Classes	31%
Craft Classes	26%
Mah Jong	20%
Game Room/Card Room	22%
Parties and Holiday Activities	23%
Senior Bulletin	16%
AARP Tax Help	35%
Preventative Health Care for Adults	16%
Senior Resource Information	15%
Get Informed Lecture Series	15%
Retirement Planning	14%
Ballroom Dancing Lessons	18%
Government Surplus Food	14%
Tennis	11%
Ping Pong	11%
Bridge	22%
Bingo	21%



Activity/Service/Facility	Percentage of “Yes” Answers
Places to Walk and Stroll	13%
Passive Areas with Park Benches	11%
Concerts	19%
Travel Programs	31%
Reading Rooms	9%
Internet Access	12%
Billiards	11%
OAP Exercise, Wellness, Quilting & Mature Driving	35%
Senior Tea & Fashion Show	21%

The percentage of seniors that would pay for existing programs, facilities and services if the city were forced to charge for them to keep them going is relatively low. Those items that received a twenty five percent (25%) or higher “Yes” response stand the best chance of continuing to draw participation if fees need to be charged or increased to continue the activity. Willingness to pay should not be considered an indicator of the popularity of a program, facility or service, but rather the perceived value to a senior in their personal budget of what they would be willing to spend their money on.

#### 4.14 Senior Comments

Seniors were given an opportunity to provide a written comment at the end of the survey. The following is a list of the comments received.

*“I would like to see more trees planted on the walking trails”*

*“We have been members of the Senior Center since it opened and are proud to have it in Yorba Linda”*

*“I think the TRAILS bus transportation should be available to persons who are in close proximity to Yorba Linda because the Community Center is more convenient to them”*

*“The staff working at the Community Center is wonderful”*

*“Bridge teachers are great”*

*“Bridge is a terrific asset for the seniors of Yorba Linda; it keeps their minds sharp and gives them opportunity to socialize”*

*“I love the dance classes; I go 2 or 3 times a week”*

*“Bridge occupies seniors 6 hours per week which is a great thing”*

*“Duplicate bridge lessons bring more participants to the Community Center”*



*"There needs to be more duplicate bridge lessons for beginners, maybe you could increase the number of volunteer teachers"*

*"The Community Center staff is doing a great job, keep it up"*

*"The opportunity to learn and play bridge is very important to seniors"*

*"Yorba Linda needs a nicer Senior Center like the one in Anaheim"*

*"We need a larger card room"*

*"It would be nice to have a snack bar open during the day when seniors are in the Community Center"*

*"I would like to see better quality lunches"*

*"Can the coffee be ready at 8am sharp when people arrive?"*

*"We could use a new copy machine for the Senior Club"*

*"I would like to suggest a larger card room, an open area like in other senior centers"*

*"I wish there were more free yoga programs"*

*"I am a resident of Yorba Linda but I participate in the senior programs with my friends who live in Placentia and would like to see the transportation extended so we all could get to the Community Center together"*

*"The health and wellness exercise programs are excellent"*

*"I like the exercise programs that let you do as little or as much as you want, please keep this program"*

*"Thanks for asking for my input"*

*"I participate in all the senior activities at the Community Center and enjoy it very much"*

*"Thank you for the survey, looking forward to seeing the results"*

*"I enjoy all the activities available to me at the Community Center"*

*"I come to the Community Center several times a week and enjoy the cleanliness of the facility"*

*"The only service besides street cleaning I utilize in Yorba Linda is the bridge program at the Community Center"*



*"Yorba Linda needs a bigger room for pool tables like Fullerton and Anaheim have"*

*"I have been attending senior programs at the Community Center for 2 1/2 years and I think it is now time for the City to build a new senior center to house all the baby boomers who will be taking classes in the future"*

*"The exercise classes and movement classes, like dance, are helping me stay fit"*

*"I wish the City would do away with the "Right Turn Only" at the exit of the Community Center parking lot"*

*"I always have a nice day when I go to the Community Center"*

*"I really appreciate the computer classes"*

*"Doing a monthly senior bulletin would be great as it would inform more seniors"*

*"The senior bulletin should be put in prominent areas and be larger"*

*"Thank you for taking this survey"*

*"I would like to see increased services for transportation"*

*"The TRAILS bus needs more room for legs"*

*"I would like to see a new facility for seniors with larger rooms"*

*"We need a bigger room for bridge"*

*"I enjoy the table tennis program and would like to see a larger room for it"*

*"I would like to see a separate facility for seniors with larger rooms"*

*"I enjoy the reading rooms at the library and would like to see more reading spaces available"*

*"The library reading programs are excellent"*

*"The TRAILS transportation program needs more days"*

*"The exercise programs are excellent, it keeps us healthy and mentally alert"*

*"I would like to see a gym with a personal trainer for seniors, this would be an excellent idea to keep senior healthy and fit, many senior centers provide this service i.e. Cerritos Senior Center"*

*"I think the senior programs are great and would like to see a new senior center facility so the programs can be expanded"*