

FLOWER MOUND



SENIORS IN MOTION

# ANNUAL SURVEY

20

23

# INTRODUCTION

The Seniors In Motion program began in 2005 at a small church in Flower Mound, Texas. The program moved and changed meeting locations several times until settling into its permanent home at The Flower Mound Senior Center (FMSC) in 2015. The program currently has over 2,600 members with more than 2,000 visits each week. Seniors In Motion provides its members with a variety of programs each week including special events, day trips, congregate meals, creative art classes, educational programs, health and wellness, fitness, and more!

The Flower Mound Senior Center conducts an annual survey in February of each year. The survey contains 11 questions and asks members about their overall experience at the Flower Mound Senior Center. The survey is emailed to all members of the Senior Center. Staff also makes announcements at lunch about the survey and offers paper copies to those who do not have access to email.

## MISSION STATEMENT

*The Flower Mound Senior Center dignifies seniors with a safe and caring environment, creative and inclusive programming, and thoughtful resources that promote health, well-being, fellowship, and involvement.*

# 2023 SURVEY

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The survey was conducted during February 14 – 22, 2023. 482 members of the Senior Center completed the survey. 75% of respondents were between the age of 60–79. 67% of respondents were residents of Flower Mound. 43% of respondents stated they attended the Senior Center at least once a week and 20% visiting at least once a month.

Overall satisfaction with the program was very high, with 66% of respondents stating they were highly satisfied and 20% stated they were satisfied. Respondents reported a number of reasons for joining the Senior Center with the highest responses for customer service, socialization, and Senior Center amenities.

## 86% Program Satisfaction!



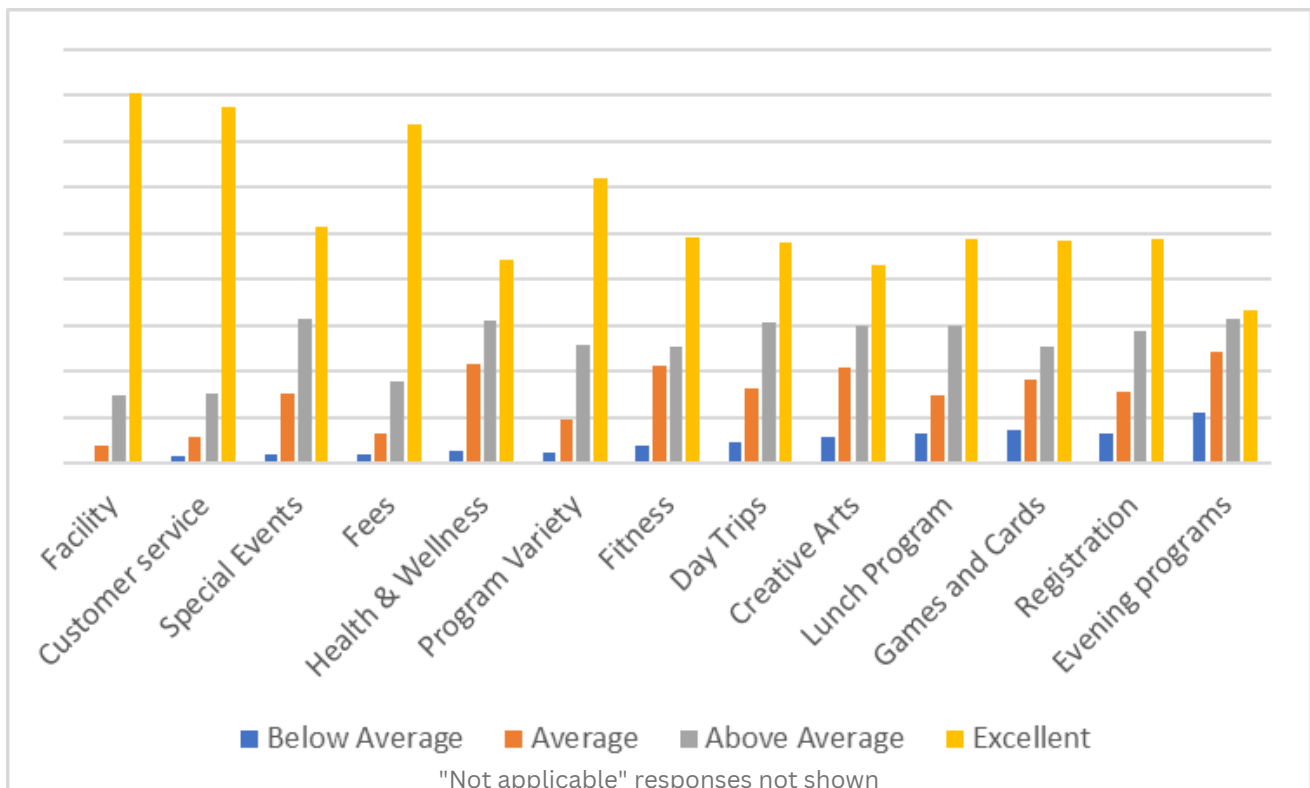
In their own words....

*I have enjoyed all the activities. People are able to socialize and make new friends. There are so many fun activities and there is always something fun planned for everyday!!! People who work at the front desk are so friendly and always take time to answer questions!!! I tell everyone I know how much fun it is to have a place to exercise, sing, dance, and learn!!!*



# PROGRAM SATISFACTION

Survey participants were asked to rate different aspects of the Senior Center and Seniors In Motion program. Overall, members rated all aspects as excellent. The program received the highest marks in facilities, customer service, and program variety. Although still receiving high marks, areas of the program such as evening programs and registration got more "below average." Staff can look for improvements in these areas.



In their own words....

*"Great place available to seniors. Friendly front desk area, clean bathroom facilities, and many many classes for all."*

# COMMENTS & SUGGESTIONS

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Survey participants were asked to give any comments or suggestions they may have in an open response format. Most respondents replied by saying "Thank you!" Participants also took the opportunity to praise the friendly staff and talk about their positive experiences at the Senior Center.

great job **more trips**  
weekend **Thank you** evening  
more parking **friendly staff** more buses  
poor wifi **pickleball**  
**free exercise classes** better registraion

Many participants also took the opportunity to ask for improvements to the program. The number one request was for more trips and more seating for trips. Some members, who are not residents of Flower Mound, complained the trips are full by the time they are able to register. Other participants asked for additional free exercise classes, more pickleball times, and weekend and evening hours. Other members requested additional parking, better wifi service, and a better registration process.



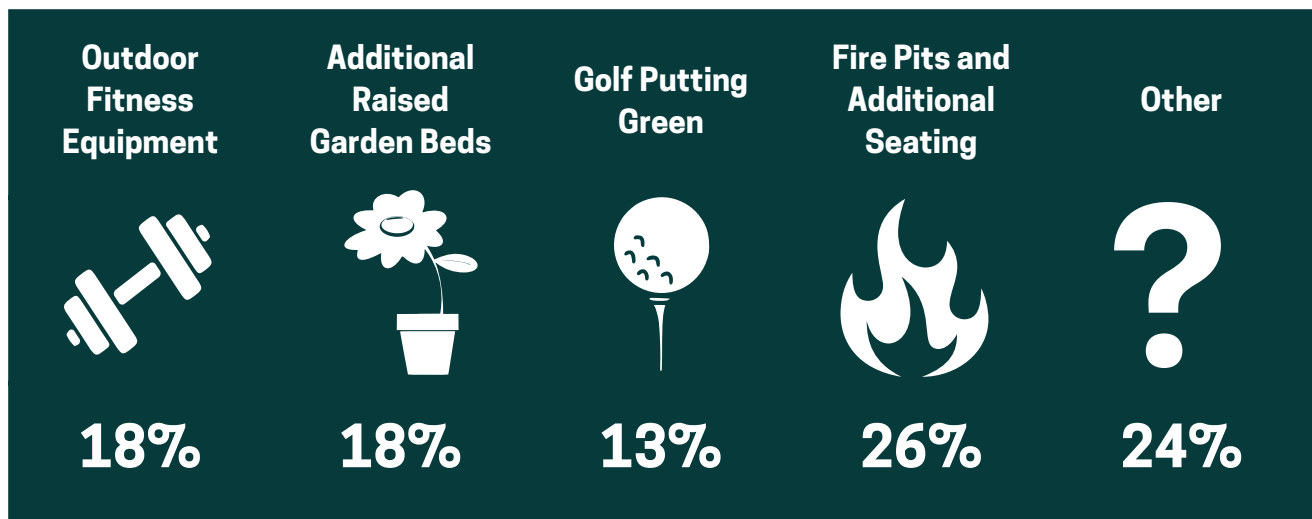
In their own words....

*"SIM is the place to have fun, learn, and make new friends!! Thank you for making this a fantastic place for Seniors!!!"*



# NEW AMENITY

The Flower Mound Senior Center has a bocce ball court in the back of the building that does not get much use, and members have requested access to it for programming. Therefore, staff asked members what amenity they would like added to the outdoor area. The options given were senior-friendly outdoor fitness equipment, additional raised garden beds, a golf putting green, fire pits and additional seating, and other.



Fire pits and additional seating received the most votes with 26%. Most of those who responded "other" had no preference while some responses included amenities that would not be possible in the space such as pickleball courts and a swimming pool.

Staff will evaluate the space along with the input from members to determine what amenity will be added.

In their own words....

*"We have a GREAT facility & staff. I enjoy it and have made a lot of really great friends because of it. I can't imagine life without it. THANKS SO MUCH TO ALL WHO MAKE THIS POSSIBLE!!!!!"*

# MAKING A DIFFERENCE

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SIM members were asked about how the Senior Center had impacted their life. Since joining the Senior Center, participants reported they were more likely to....



**81%** Feel happy and have a positive outlook on life



**66%** Socialize or make new friends



**72%** Try new things



**62%** Take better care of their health

# IN THEIR OWN

## WORDS

How has the Flower Mound Senior Center and Seniors In Motion program made an impact on your life?

*Since losing my husband it's been life saving. Gets me out and moving and taking care of myself.*

*It has added a chance for new experiences and friends and the ideas that I would not find on my own. It definitely has added a sense of well being and heightened interest to get out of my daily routine and find new outlets for my time.*

*It keeps us thinking of what we can do instead of what we cannot do. We are more active now that we are both retired then we were when we were both working. We have more fun!*

*Enabled me to be much more active as a senior adult than I would have ever thought possible!*

*It has made me a mentally and emotionally happier person.*

*I am happier, healthier, learning new things, meeting new friends, and keeping myself looking good everyday!*



# WHAT WE LEARNED

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The Flower Mound Senior Center 2023 Annual Survey showed that our members think we are on the right track.



## HIGH SATISFACTION

- 86% Satisfaction rate
- Excellent rating in all program areas
- Member are thankful for our great program



## NEEDED ADJUSTMENTS

- More trips and better access to trips
- Possible adjustments to scheduling to improve parking
- Improving evening events and programs



## MAKING A DIFFERENCE

- Members reported feeling happy and having a positive outlook on life
- Members are trying new things making friends
- Members are taking better care of their health