



DATE: June 1, 2015

AGENDA ITEM # 4

TO: Senior Commission
FROM: Candace Avina, Staff Liaison
SUBJECT: Outreach Committee Demographic List Purchase

RECOMMENDATION:

Motion to recommend to the City of Los Altos City Council to appropriate funds not to exceed (an indicated amount) to purchase a demographic list of Los Altos to market and understand the demographics of Los Altos/Los Altos Hills Seniors.

Motion to recommend to the Town of Los Altos City Council to appropriate funds not to exceed (an indicated amount) to purchase a demographic list of Town of Los Altos Hills to market and understand the demographics of Los Altos/Los Altos Hills Seniors.

BACKGROUND

In 2011 the Senior Commission purchased a list of 4,479 addresses in 94022 and 94024 for a one time use to mail the Senior Questionnaire. The list was sent directly to the printer from Mailing List Resources. The cost was \$316.00.

At the April 6, 2015 meeting the Senior Commission approved the Outreach Committee to identify potential outreach activities. The purchase of a demographics list is a way for the Senior Commission to find out the location of, offer services to and market to the senior population in the City and Town of Los Altos Hills.

The Los Altos Recreation and Community Services Department has a database of those who have participated in programming that is used for targeted Department happenings as well.

DISCUSSION

The Outreach Committee is recommending to the Commission to make a motion to recommend to the Town and City of Los Altos Council's to purchase a demographic list of Los Altos/Los Altos Hills resident's 54+ to market and understand the demographics of Los Altos/Los Altos Hills Seniors.

Two locations have been identified as a place to purchase the demographic list.

A. Exact Data.

The list of 11,415 addresses costs \$650.00. This list is comprised of 5300 addresses and 237 phone numbers for residents in area code 94022. There are 260 addresses in area code 94023 and 5855 addresses in the 94024 area code with 202 phone numbers.



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AGENDA REPORT

B. Mailing List Resources

I. Email Addresses: One time email blast minimum cost of \$750.00

Code	Age 54+
94022	2,601
94023	113
94024	3,084
	5,798

II. Multiple Use address list of 9,862 addresses costs \$592.07. The list comprises 4530 addresses for residents in area code 94022. There are 247 addresses in area code 94023 and 5085 addresses in the 94024 area code.

III. Phone list of 442 phone numbers available. The phone list would be another 50.00 + sales tax.