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For Immediate Release

Contact: Beth Sorensen, Public Information Officer

503.823.5300; 503.823.6634 (cell)

Annual Community Center and Pool Survey Reflects Customer Satisfaction

For the second year in a row, Portland Parks & Recreation facilities score high marks with users

(Portland, OR) - Every year Portland Parks & Recreation conducts a Customer Satisfaction Survey of regular users of the 15 community and arts centers and nine outdoor pools that the bureau operates. In 2010, for a second year in a row, 96% of our customers rank the overall quality of their experience at a PP&R facility as Very Good or Good.

The survey, which is conducted by PP&R Corporate Strategy using our current membership and class lists, goes out every year to customers across the city. The survey is done in conjunction with the City Auditor's annual Community Survey, which is released in November.

The PP&R Customer Satisfaction Survey asked users about the experience in the following categories: Overall quality of experience (96% responded very good or good); Safety (94% responded very good or good); Staff Professionalism (93% responded very good or good); Cleanliness (91% said very good or good); Staff Knowledge (90% said very good or good); Speed of Service (90% said very good or good); Comfort (89% said very good or good); and Affordability (82% said very good or good).

Of those who responded, 63% said they visited a facility daily or weekly, and 98% said they were very likely or somewhat likely to recommend that facility to a friend.

The survey has a +/-5% margin of error.