



PORTLAND PARKS & RECREATION

Healthy Parks, Healthy Portland

To: Community Center Directors, Zone Managers
From: Jason Smith - PP&R Senior Management Analyst
RE: 2009 Customer Satisfaction Survey
Date: October 9, 2009

Background

Customer service standards were completed for PP&R community centers and pools in 2009. An important component of the new customer service standards involves surveying customers to understand how well we are meeting the established standards.

There are currently several site specific assessment tools in place, including a web version of the customer satisfaction survey, comment cards, and a secret shopper program. Over the past summer the PP&R Corporate Strategy group worked together with the Services department to administer a system wide mail version of the customer satisfaction survey. This survey allows for an annual comprehensive system wide view of performance related to the customer service standards. In addition to being used for internal purposes, the survey provides annual performance measure data for the City Auditor's annual Service Efforts and Accomplishments report to the City Council and public.

Methodology

In June 2009, 2500 customers were randomly selected to participate in the survey. The pool of customers from which the sample was selected included anyone that participated in a PP&R registered activity within the past 12 months. This allowed the use of the CLASS registration system, which provided addresses to facilitate a mail survey. The survey was administered using techniques that were intended to allow the results to be generalized to the entire population of PP&R registered CLASS users. The goal was to remain within a plus or minus 3% margin of error. To increase interest and participation each household that returned a completed survey became eligible to win a free annual family pass valued at \$700.00.

Results

Results from the survey questions were overwhelmingly positive. Of the 407 surveys that were returned over 90% rated PP&R Good or Very Good related to Facility Cleanliness, Safety, Speed of Service, Staff Knowledge, Staff Professionalism and Overall Quality of Experience. Responses were slightly lower related to comfort (86.9%) and affordability (80.9%) (See attached tables). 85% of respondents indicated that they were very likely to recommend their local community center or pool to a friend. 56% of respondents indicated that they visit their local pool or community center on a weekly basis. In addition to the multiple choice questions a section for additional comments was provided. Many customers took this opportunity to address specific concerns about their

local community center or pool. Although this year's survey provided valuable information, the results will become more valuable next year when we are able to begin looking at year to year changes and trends.

Limitations

The survey may include some specific survey biases based on the demographics of the respondents. Since exact demographic characteristics of PP&R customers are not known the exact degree of survey bias cannot be determined. Respondents were overwhelmingly women; they tended to be in the 35 to 44 age category; very few respondents reported their income to be in the lower income categories; and the majority had college degrees. In addition, because the CLASS registration system was the source of customer information these results do not include the perceptions of customers that only participate in drop in activities.

Unfortunately the response rate was far lower than anticipated. With a total of 407 surveys returned the margin of error is calculated at approximately plus or minus 5%. This is still fairly reliable by survey standards, but below what was anticipated.

It is very important that the survey response rate improve in the coming year so that the results become more representative of the entire customer base. If anyone has suggestions on how to achieve a higher response rate please bring ideas forward.

Finally, each community center director will be e-mailed specific comments taken from the surveys that pertain to their individual sites.

Customer Satisfaction Survey Results Winter/Spring/Summer 09

TOTALS January-March 2009 66 responses									
	Cleanliness	Comfort	Safety	Speed of Service	Staff Knowledge	Staff Professionalism	Overall Quality of Experience	Would you recommend this facility to a friend?	Would you recommend this facility to a friend?
Excellent	33.33%	30.30%	37.88%	36.36%	42.42%	43.94%	31.82%	Very Likely	74.24%
Good	56.06%	57.58%	51.52%	53.03%	43.94%	43.94%	59.09%	Somewhat Likely	21.21%
Fair	9.09%	12.12%	3.03%	7.58%	10.61%	9.09%	9.09%	Not Likely	1.52%
Poor	1.52%	0.00%	4.55%	0.00%	0.00%	3.03%	0.00%	I would not visit this facility again	0.00%
Don't Know	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	Don't Know	3.03%
No Answer	0.00%	0.00%	3.03%	3.03%	3.03%	0.00%	0.00%	No Answer	0.00%

TOTALS April-June 2009 62 responses									
	Cleanliness	Comfort	Safety	Speed of Service	Staff Knowledge	Staff Professionalism	Overall Quality of Experience	Would you recommend this facility to a friend?	Would you recommend this facility to a friend?
Excellent	40.32%	38.71%	33.87%	46.77%	43.55%	45.16%	61.29%	Very Likely	75.81%
Good	54.84%	51.61%	56.45%	48.39%	45.16%	53.23%	38.71%	Somewhat Likely	20.97%
Fair	1.61%	6.45%	3.23%	4.84%	9.68%	1.61%	0.00%	Not Likely	0.00%
Poor	0.00%	0.00%	1.61%	0.00%	1.61%	0.00%	0.00%	I would not visit this facility again	0.00%
Don't Know	3.23%	3.23%	3.23%	0.00%	0.00%	0.00%	0.00%	Don't Know	1.61%
No Answer	0.00%	0.00%	1.61%	0.00%	0.00%	0.00%	0.00%	No Answer	1.61%

TOTALS July-September 2009 53 responses									
	Cleanliness	Comfort	Safety	Speed of Service	Staff Knowledge	Staff Professionalism	Overall Quality of Experience	Would you recommend this facility to a friend?	Would you recommend this facility to a friend?
Excellent	37.74%	39.62%	50.94%	50.94%	41.51%	49.06%	43.40%	Very Likely	83.02%
Good	60.38%	56.60%	45.28%	37.74%	47.17%	41.51%	49.06%	Somewhat Likely	13.21%
Fair	1.89%	3.77%	3.77%	3.77%	5.66%	3.77%	1.89%	Not Likely	0.00%
Poor	0.00%	0.00%	0.00%	5.66%	5.66%	5.66%	5.66%	I would not visit this facility again	0.00%
Don't Know	0.00%	0.00%	0.00%	1.89%	0.00%	0.00%	0.00%	Don't Know	3.77%
No Answer	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	No Answer	0.00%

Customer Satisfaction Survey Results Winter/Spring/Summer 09

Writer/Spring/Summer 2009		Cleanliness	Comfort	Safety	Speed of Service	Staff Knowledge	Staff Professionalism	Overall Quality of Experience	Would you recommend this facility to a friend?	
TOTAL										
181 Responses										
Excellent	37.02%	35.91%	40.33%	44.20%	42.54%	45.86%	45.30%	Very Likely	77.35%	
Good	56.91%	55.25%	51.38%	46.96%	45.30%	46.41%	49.17%	Somewhat Likely	18.78%	
Fair	4.42%	7.73%	3.31%	5.52%	8.84%	4.97%	3.87%	Not Likely	0.55%	
Poor	0.55%	0.00%	2.21%	1.66%	2.21%	2.76%	1.66%	would not visit this facility again	0.00%	
Don't Know	1.10%	1.10%	1.10%	0.55%	0.00%	0.00%	0.00%	Don't Know	2.76%	
No Answer	0.00%	0.00%	1.66%	1.10%	1.10%	0.00%	0.00%	No Answer	0.55%	



Customer Satisfaction Survey

Portland Parks & Recreation is dedicated to providing quality programs and service at its Community Centers and Aquatic Facilities. As a customer, your participation in this short survey will help us improve.

Bring this completed survey to your pool or community center and receive \$5 off your next registered Portland Parks & Recreation activity. Redemption is limited to one discount per customer per six-month period and redeemable for registered activities at Portland Parks & Recreation Community Centers and Pools only.

Which Community Center or Pool do you visit most? (Select one)

- Buckman Pool
- Columbia Pool
- Creston Pool
- Dishman CC
- Dishman Pool
- East Portland CC
- East Portland Pool
- Fulton CC
- Grant Pool
- Hillside CC
- Montavilla CC
- Montavilla Pool
- Mt. Scott CC
- Mt. Scott Pool
- Peninsula CC
- Peninsula Pool
- Pier Pool
- Sellwood CC
- Sellwood Pool
- Southwest CC
- Southwest Pool
- St. Johns CC
- University Park CC
- Wilson Pool
- Other (please specify):

Please rate the facility you visit most often on the following:

- | | | | | | |
|------------------------------|------------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------------|
| Cleanliness | <input type="checkbox"/> Excellent | <input type="checkbox"/> Good | <input type="checkbox"/> Fair | <input type="checkbox"/> Poor | <input type="checkbox"/> Don't Know |
| Safety | <input type="checkbox"/> Excellent | <input type="checkbox"/> Good | <input type="checkbox"/> Fair | <input type="checkbox"/> Poor | <input type="checkbox"/> Don't Know |
| Staff Knowledge | <input type="checkbox"/> Excellent | <input type="checkbox"/> Good | <input type="checkbox"/> Fair | <input type="checkbox"/> Poor | <input type="checkbox"/> Don't Know |
| Comfort | <input type="checkbox"/> Excellent | <input type="checkbox"/> Good | <input type="checkbox"/> Fair | <input type="checkbox"/> Poor | <input type="checkbox"/> Don't Know |
| Speed of Service | <input type="checkbox"/> Excellent | <input type="checkbox"/> Good | <input type="checkbox"/> Fair | <input type="checkbox"/> Poor | <input type="checkbox"/> Don't Know |
| Staff Professionalism | <input type="checkbox"/> Excellent | <input type="checkbox"/> Good | <input type="checkbox"/> Fair | <input type="checkbox"/> Poor | <input type="checkbox"/> Don't Know |

MORE QUESTIONS ON REVERSE

Overall quality of experience

- Excellent
- Good
- Fair
- Poor
- Don't Know

Please share any additional comments about the service you received at the PP&R facility:

How often do you visit this facility?

- Weekly
- Monthly
- Every few months
- A few times a year
- This is my first visit

Would you recommend this facility to a friend?

- Very Likely
- Somewhat Likely
- Not Likely
- I would not recommend this facility.
- Don't know

Please tell us a little about yourself. We would like to know more about survey respondents so we can create an accurate profile of community center visitors. The information is strictly confidential.

What is your gender?

- Male
- Female

How many children under 18 are in your household?

- 1
- 2-3
- More than 3
- None

- \$60-\$79,999/year
- \$80,000/year or more
- Refused

What is the zip code of your residence?

- 1
- 2-3
- More than 3

Which of the following best describes your highest level of education?

- Grade school
- High school
- Some college
- College graduate
- Trade school
- Graduate degree
- Refused

What is your age group?

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 or over

Which of the following best describes your household's annual combined income?

- Less than \$20,000/year
- \$20-\$39,999/year
- \$40-\$59,999/year

