



# PORTLAND PARKS & RECREATION

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Healthy Parks, Healthy Portland

**To:** Community Center Directors, Zone Managers  
**From:** Jason Smith - PP&R Senior Management Analyst  
**RE:** 2011 Customer Satisfaction Survey  
**Date:** December 15, 2011

## **Background**

Customer service standards were completed for PP&R community centers and pools in 2010. An important component of the 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 recent months the PP&R Corporate Strategy group worked together with the Services department to administer the third annual 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.

## **Methodology**

In September 2011, 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. Surveys were mailed during early October with a request to return completed surveys by October 21. 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 one of three \$100 gift certificates to be used for PP&R registered classes and activities

## **Results**

In the third year of the survey results continue to be overwhelmingly positive. When compared to the previous year the results are nearly identical. Of the 299 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 (88%) and affordability (85%) (See attached tables). 84% of respondents indicated that they were very likely to recommend their local community center or pool to a friend. 59% of respondents indicated that they visit their local pool or community center on a weekly basis and 12% visit on a daily 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.

For 2011 a new question was added to better understand the interest in a pass that allows the use of multiple sites. Customers were asked if they would be interested in purchasing one pass that allowed use of all PP&R full service community centers. 63% of respondents indicated that they are very interested or somewhat interested in purchasing a pass that allows access to all large community centers. Only 17% of respondents indicated that they would be willing to pay more for this type of pass and 50% said that they would not be willing to pay more.

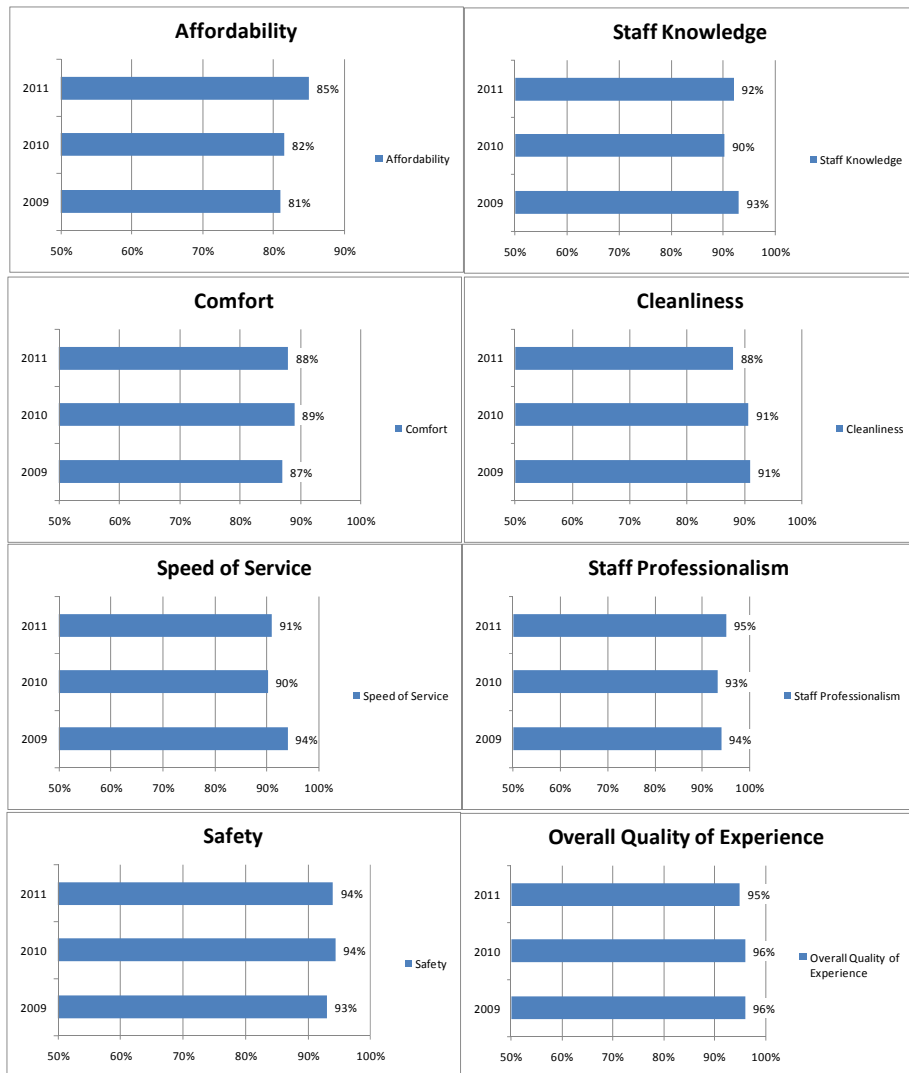
### **Limitations**

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. As in past surveys, respondents were overwhelmingly women; race or ethnicity was overwhelmingly white (86%); 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.

With a total of 299 surveys returned the margin of error is calculated at slightly above  $\pm 5\%$ . This is below what was anticipated and is a decline from last year's 411 surveys. The decline may be related to a change in the incentives that were offered. Previous years' surveys offered the chance to win *one* system wide family pass valued at \$750, while this year respondents became eligible to win one of *three* \$100 gift certificates.

# 2011 Customer Satisfaction Survey

Customers' rating PP&R Community Centers and Pools as Good or Very Good in the following categories



## Detailed Results

	2009	2010	2011
<b>Cleanliness</b>			
Very Good	47%	51%	42%
Good	44%	40%	46%
Fair	8%	8%	10%
Poor	2%	1%	1%
Very Poor	0%	1%	3%
Don't Know	0%	0%	1%

	2009	2010	2011
<b>Comfort</b>			
Very Good	43%	50%	40%
Good	44%	39%	48%
Fair	11%	10%	8%
Poor	2%	1%	1%
Very Poor	0%	0%	1%
Don't Know	0%	0%	2%

	2009	2010	2011
<b>Safety</b>			
Very Good	52%	58%	55%
Good	40%	36%	39%
Fair	5%	3%	4%
Poor	0%	0%	1%
Very Poor	0%	0%	0%
Don't Know	0%	2%	1%

	2009	2010	2011
<b>Speed of Service</b>			
Very Good	49%	52%	52%
Good	44%	38%	39%
Fair	5%	7%	5%
Poor	1%	1%	0%
Very Poor	0%	1%	0%
Don't Know	1%	2%	4%

	2009	2010	2011
<b>Staff Knowledge</b>			
Very Good	51%	52%	55%
Good	41%	38%	37%
Fair	5%	7%	5%
Poor	1%	1%	0%
Very Poor	0%	1%	0%
Don't Know	1%	2%	3%

<b>Are you interested in purchasing one transferable pass?</b>	2011
Very Interested	26%
Somewhat Interested	37%
Not Interested	25%
No Opinion	6%
Don't Know	5%

	2009	2010	2011
<b>Staff Professionalism</b>			
Very Good	56%	55%	54%
Good	38%	38%	41%
Fair	5%	5%	2%
Poor	1%	0%	0%
Very Poor	1%	1%	0%
Don't Know	0%	1%	2%

	2009	2010	2011
<b>Experience</b>			
Very Good	54%	60%	54%
Good	42%	36%	41%
Fair	3%	4%	4%
Poor	1%	1%	0%
Very Poor	0%	0%	0%
Don't Know	0%	0%	1%

	2009	2010	2011
<b>Affordability</b>			
Very Good	46%	42%	47%
Good	35%	39%	38%
Fair	16%	17%	13%
Poor	2%	1%	1%
Very Poor	1%	0%	0%
Don't Know	0%	0%	2%

<b>How often do you visit this facility?</b>	2009	2010	2011
Daily	11%	15%	12%
Weekly	56%	48%	59%
Monthly	18%	20%	12%
A few times a year	14%	17%	16%
This was my first visit	2%	1%	1%
Don't Know	0%	0%	0%

<b>Would you recommend this facility to a friend?</b>	2009	2010	2011
Very Likely	85%	85%	84%
Somewhat Likely	13%	13%	13%
Not Likely	1%	2%	1%
Would not visit this	0%	1%	0%
Don't Know	0%	1%	2%

<b>Willing to pay more for a transferable pass?</b>	2011
Yes	17%
No	50%
No Opinion	25%

## Demographic Profile

Demographic	Percent
<b>Gender</b>	
Female	88%
Male	12%
Missing/Refused	0%
<b>Age</b>	
15-19	1%
20-24	0%
25-34	10%
35-44	37%
45-54	16%
55-64	11%
65-74	11%
75-84	7%
85 or over	2%
<b>Number of Children in the Household</b>	
None	44%
1	23%
2-3	33%
More than 3	0%
<b>Ethnicity</b>	
American Indian	1%
Asian	5%
Black	1%
Hispanic or Latino	3%
Native Hawaiian or Other Pacific Islander	0%
White	86%
Refused	2%
<b>Annual Household Income</b>	
less than \$10,000	3%
\$10,000-\$14,999	3%
\$15,000-\$24,999	7%
\$25,000-\$34,999	10%
\$35,000-\$49,999	17%
\$50,000-\$74,999	24%
\$75,000-\$99,999	18%
\$100,000 or more	19%
Refused	9%
<b>Highest Education Level</b>	
Grade School or some High School	2%
High School Graduate	8%
Technical/Vocational/Some College	15%
College Graduate	27%
Some Graduate School	8%
Graduate or Professional Degree	36%
Refused	4%

## Facility Visited Most Often

Facility	Count	Percent of Total
No Answer	3	1%
Buckman Pool	7	2%
Columbia Pool	13	4%
Community Music Center	5	2%
Creston Pool	5	2%
Dishman Community Center	28	9%
East Portland Community	62	21%
Fulton Community Center	2	1%
Grant Pool	12	4%
Hillside Community Center	0	0%
Laurelhurst Studio	1	0%
Montavilla Community Center	4	1%
Montavilla Pool	4	1%
Mt. Scott Community Center	50	17%
Multnomah Arts Center	21	7%
Other	10	3%
Peninsula Community Center	8	3%
Peninsula Pool	4	1%
Pier Pool	1	0%
Sellwood Community Center	3	1%
Sellwood Pool	10	3%
Southwest Community Center	31	10%
St. Johns Community Center	3	1%
University Park Community	8	3%
Wilson Pool	3	1%
Woodstock Community Center	1	0%
<b>Total</b>	<b>299</b>	<b>100%</b>