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Signature: 

PARKS & RECREATION

Date: 06/30/2021

Updated: 06/30/2024

Date To Be Reviewed: Annually – 06/30/2025

Title of Document: 10.1.C LOPR_Customer Excellence Survey Guidelines

Background:

In 2016, LOPR developed a short survey that is sent to participants (or payers if the participant is a minor) upon completion of an activity. There have been modifications to the survey since then, but the measurement of performance is still based upon three primary questions. A copy of the current survey can be found in P Drive, Surveys_Indicators folder.

The primary questions on the survey that are measured for recreation performance are:

- ➔ Did participation in the activity meet your expectations?
- ➔ How do you rate the value received for your activity fee?
- ➔ Would you recommend the activity to a friend or family member?

Refer to the section of this document titled *What and Why is Measured* for additional details.

There are also special surveys created to obtain feedback from participants for particular events or activities that contain questions pertaining to the activity. The survey also contains the three primary questions and the data from these surveys is added to the results.

Procedure:

Activity/Participant Capture

Surveys to measure customer satisfaction with offerings and solicit additional program interest feedback are sent to participants the week after activities end from the 1st to the 15th and 16th to the last day of each month. Survey Monkey (now called Momentive) is the vehicle used by LOPR to capture survey results. A web link (sent in an email to participant/payer) is used to access the Survey Monkey survey.

There is a standard Active Insights report that has the ending on or after and on or before filter dates updated to capture the activities that ending between the selected dates.

The results of the Active Insights report are organized and filtered to create a listing of activities and participants the surveys will be sent to. After the data is organized, a



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customer payer email listing is created in Active and used in the Active Communications feature to send an email.

What and Why is Measured

The established targets are 50 participant survey responses per Division annually, 80% MET EXPECTATIONS, 80% VALUE RECEIVED, & 80% RECOMMENDATION RATE

The survey measures MET EXPECTATIONS, VALUE RECEIVED AND RECOMMENDATIONS? These customer satisfaction elements are measured to align with the Recreation Strategic Plan Profile Goals of offering high quality programs by evaluating expectations met (customer expectations for the activity or service were met), and recommendations (if a customer recommends the program to another person, then it was an acceptable experience), and we evaluate Recreation programs and services by percentage of value (a customer perceives the activity was worth the cost.)

The customer feedback program encourages Divisions to request feedback, to review feedback, and to act on the feedback to achieve continuous improvement in the relevancy and quality of offerings. These target areas help to measure our strengths and weaknesses within recreation programming and help to guide our success for the future.

Survey Results

Results of participant (or payer in the case of a minor participant) completed surveys are downloaded the first week after the end of each of the three annual catalog seasons, though special Division surveys may be administered at different dates and reported individually.

Summer (May – August), Fall (September – December) and Winter Spring (January – April)

The results are tabulated and formatted, and a Customer Excellence Results report is created. A fiscal year view report is also created from the aggregation of the seasonal reports to provide performance against targets data for the Annual Recreation Performance Report. A sample is attached to the end of this document. The format used in the fiscal year report is identical to the three seasonal reports. The report is distributed to the Division activity programmers and Parks & Recreation management, so actions can be taken based on responses and additional feedback.

Incentive for Participants to Complete the Survey

All regular survey participants (or payers) who completed the survey can chose to be entered into a random monthly draw for a \$50 Parks & Recreation Gift Certificate. The Administrative



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Support Team arranges for the sending of the gift certificate to the drawing winner or application of the credit to the winner's Active Network account.

Related Files: *HOW TO: Run Cust Exc Insights Report and Email Payers using MS Outlook; HOW TO: Run Cust Exc Survey Response Reports and Determine Seasonal Gift Certificate winners; P Drive Folder: SURVEYS_INDICATORS* for How To files, sent survey mailing lists, and survey results files. The web link to the external web page that should be updated as new reports are distributed is listed below:

<https://www.ci.oswego.or.us/parksrec/customer-excellence-results>

Responsibility/Contacts: Deputy Director; Recreation, Admin Support Team members