



## 10.1.C.1 LOPR\_Attachment to 10.1.C LOPR\_Customer Excellence Survey Guidelines (sample *Customer Excellence Results* report)

### Lake Oswego Parks & Recreation *Customer Excellence Results FY 20-21*

FY 20-21 was another challenging year due to COVID, but LOPR prevailed with virtual and downsized participant capacity offerings. Someone from MIT once said (when referring to data gathering and compilation), if you do something well, they (the data recipients) will ask for MORE. This also applies to program offerings. LOPR can be proud of doing recreation well. And yes, our customers do want more.

The first pages of this report reflect the overall survey responses broken down by questions asked on the Customer Satisfaction survey. Due to limited offerings, there were only a total of 235 Survey Monkey responses with an additional 18 Flicks at the Farm (Events Division) responses captured. The customers who chose to respond were forthcoming with both compliments and suggestions.

The actual feedback is separated by Division and lists the activity name if it was available, as some did not include the activity name.

The customer suggestions for programming are also listed by Division.

Reports like this are only really effective if the programmers are able to act on the suggestions, so to that end, the feedback is summarized below the chart.

We're still missing our targets for survey responses and will be working on this process during FY 21-22. Please note that while % Met Expectations and % Would Recommend to a Friend continues to exceed targets in most cases, Value Received has taken some hits.

Customer Feedback - Goal is 50 responses per year per division	SPORTS	FITNESS	CULTURAL	LUSCHER FARM	EVENTS	OUTDOOR	GOLF	TENNIS	
Number of Responses	50	4	50	70	80	20	3	9	18
% YES Participation Met Expectations	80%	75%	94%	98%	91%	100%	100%	100%	100%
% Very Satisfied Value Received	80%	25%	82%	80%	71%	85%	100%	78%	50%
% YES Would Recommend to Friend	80%	75%	98%	98%	95%	100%	100%	100%	100%

### SUMMARY OF FEEDBACK

Health & Wellness, Recreation Enjoyment and Engaging with Others Who Share Similar Interests continue to be the primary drivers of why people recreate with LOPR. Over half of the respondents obtain knowledge of offerings through the Activities Guide as do over 50% of the Return Customers who indicated both Activities Guide and Return Customer.



Based on the feedback, we need to be cognizant of how virtual programming and family activities are being priced. We may also want to offer a phone registration option or lottery option for more costly Tennis activities (once the ITC is reopened) to alleviate Active transaction fee complaints.

Luscher Farm may need to invest in new amenities for community gardeners. The CSA program should be monitored to ensure shares purchased are meeting quality and quantity expectations at delivery (especially with a CSA who owns multiple farms.)

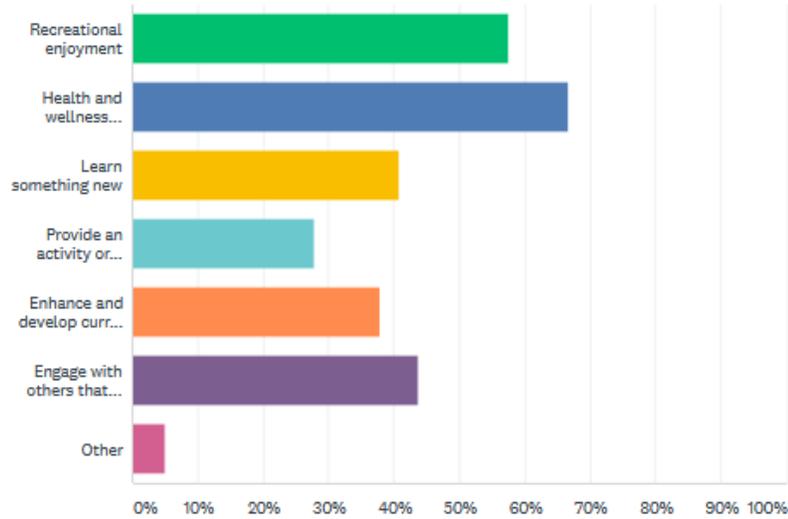
More entire day and week-long camps (that span a broad range of ages) with before and after care are being requested to assist parents with child care and breaks from homeschooling. How has COVID impacted parent needs during the school year and during no school days? What will this look like starting in September?

Family events and outdoor events and activities are popular. We're being asked for more artistic and creative opportunities as our customers desire to find ways to engage and sooth their emotional and spiritual health.



What are your reasons for participation in the activity? Please check ALL that apply.

Answered: 238 Skipped: 1



ANSWER CHOICES	RESPONSES
Recreational enjoyment	57.56% 137
Health and wellness purpose	66.81% 159
Learn something new	40.76% 97
Provide an activity or care for child/children	27.73% 66
Enhance and develop current skills or knowledge	37.82% 90
Engage with others that have similar interests	43.70% 104
Other	5.04% 12
<b>Total Respondents: 238</b>	

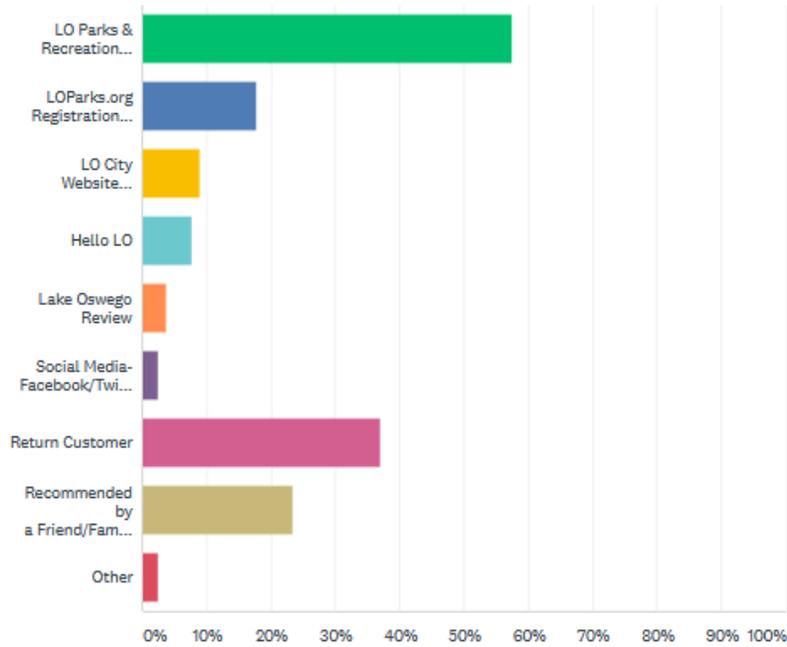


Q3

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How did you learn about this activity? Please check ALL that apply.

Answered: 235 Skipped: 4



ANSWER CHOICES	RESPONSES
LO Parks & Recreation Activities Guide	57.45% 135
LOParks.org Registration Website	17.87% 42
LO City Website www.ci.oswego.or.us/parksrec	8.94% 21
Hello LO	7.66% 18
Lake Oswego Review	3.83% 9
Social Media- Facebook/Twitter/Instagram	2.55% 6
Return Customer	37.02% 87
Recommended by a Friend/Family Member	23.40% 55
Other	2.55% 6
<b>Total Respondents: 235</b>	

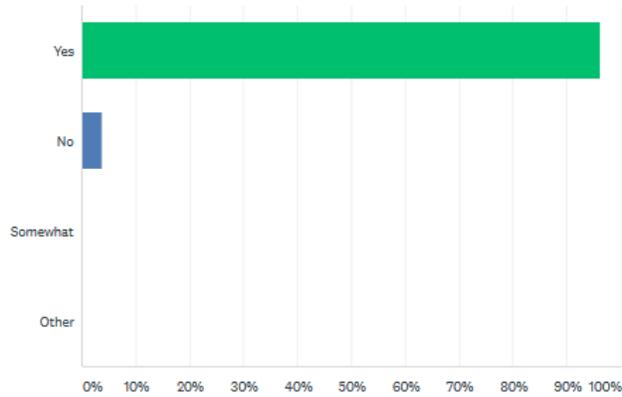


Q4

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Did participation in the activity meet your expectations?

Answered: 236 Skipped: 3



ANSWER CHOICES	RESPONSES	
Yes	96.19%	227
No	3.81%	9
Somewhat	0.00%	0
Other	0.00%	0
<b>TOTAL</b>		<b>236</b>

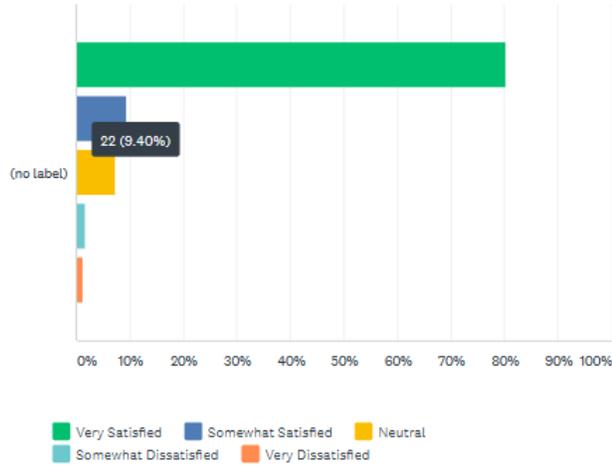


Q5

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If applicable, how do you rate the instructor's/activity leader's preparedness and knowledge of the activity? (Not applicable to sports leagues)

Answered: 234 Skipped: 5



	VERY SATISFIED	SOMEWHAT SATISFIED	NEUTRAL	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	TOTAL	WEIGHTED AVERAGE
(no label)	80.34% 188	9.40% 22	7.26% 17	1.71% 4	1.28% 3	234	1.34

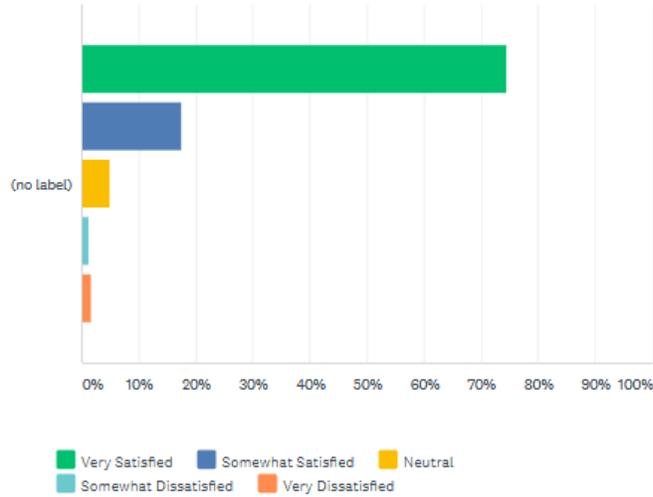


Q6

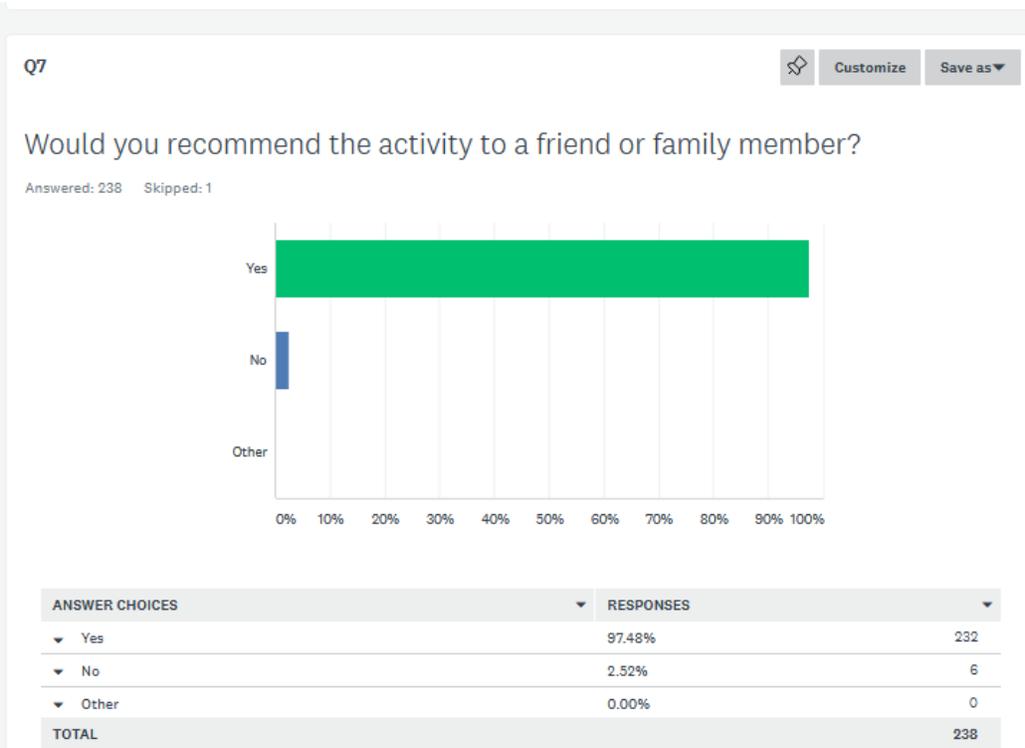
Customize Save as

How do you rate the value received for your activity fee?

Answered: 239 Skipped: 0



	VERY SATISFIED	SOMEWHAT SATISFIED	NEUTRAL	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	TOTAL	WEIGHTED AVERAGE
(no label)	74.48% 178	17.57% 42	5.02% 12	1.26% 3	1.67% 4	239	1.38



### Comments for being OR not being satisfied

#### Cultural & Fitness

I feel I am getting even more than the value of the class because I find that by the way the teacher teaches this class, I'm learning a language in a multi layered way. I love the book chosen for the class. I've taken other Spanish classes in other cities that I've lived (Spanish)

LOAC needs to put a comment in when enrolling that you can call the main office to enroll and not do it on line. It REALLY IRRITATED me to pay an 10% fee to the online billing company. I tried to get the \$7 refund form the office but they never called me back. (Spanish)

Because of Covid-19, we are limited to Zoom classes, and I am very grateful for them. Until there is a vaccine, I do not plan to attend any in-person classes. It may well be late next summer or early fall before we can meet again in person. (Intermediate Advanced Watercolor)

The class is affordable. And so it should be that virtually anyone can afford to take it. The price is right. (Memoir Class on Tuesdays)

It was a pity that camp ran for 4 days instead of 5 (Move Makers Camp)



I found out it was cheaper to book the class through the studio instead of going through lake oswego parks and rec which was annoying. (Princess Ballerina Class)

Missed one class (Training Your Cat)

Teens Service Corps - very satisfied

Especially allowing participants to checkout exercise props. (Butts & Guts)

I feel like for on line class - we are paying a lot. Since Gyms are not open, they are offering multiple classes a month or unlimited for the price I pay for one class (Butts & Guts)

Had I continued to take the class, the fee seemed fair. (Body Weight Training & Cardio)

Perfect (Gentle Yoga)

### Luscher Farm

Fees for the zoom classes add up if you want to take a few... kept me from signing up for more than one. (Gardening at Luscher Farm)

#### Community Gardens

Need tools and wheelbarrows again!!!

Do something about the ground squirrels, voles, moles, and other rodents that decimate the garden plots annually, that make it nearly pointless to participate in the community garden.

Cost has increased over the years but some services, such as the free fertilizer, have disappeared. Critter control is becoming more of a problem with increasing crop losses each year.

Cost continues to rise, but I'm not sure if the actual expense to the city has increased.

The lack of large tools and wheelbarrows reduced my rating.

Love gardening at Luscher Farm - a beautiful location and a great community of people. Only issue is that not all gardeners maintain their gardens and their weeds spread into our plot. Please enforce this. See an overgrown example in plot 13.

We need new hoses and would love to have bulk compost provided to the gardens. Portland Parks does this by composting Christmas trees and leaves throughout the winter and dropping that in the gardens in the spring.

Coming from an agricultural background, I am unhappy that many people plant things and don't take care of them. Wild briars, quack grass and Canada thistle encroach on the planting areas.

No tools available.



### CSA

Some of the produce I received was past-due, i.e., bitter, overgrown & beginning to rot. Up for discussion: Perhaps some recipients would rather receive larger quantities of common veggies than smaller quantities of designer ones.

Shares seem smaller this year than in the past. I less than 2 miles away from farm, just out of lake Oswego area and the cost is too much. I stay to support organic farming.

### Events

Such a great simple activity, The kids ran and played, the movie was good, the characters were fun and the setting couldn't be beat. LO Parks and Rec rocks! (Flicks at the Farm)

Something involving movies should cost less per ticket for younger children (if they weren't already).

### Tennis

My kids love this camp. They participated four weeks this summer. It is well run.

Fees are reasonable, but I do not like to pay on-line registration fees. They are too high and simply irritating. Whenever I can, I will call to register for activities. I'd even come in person to avoid the fee.

Please keep fees low.

Second week of tennis - somewhat satisfied due to the boys being placed in a group that was not appropriate for their skill level. Due to covid, the campers on each court could not be adjusted after they assessed each players

I believe that those people actively enrolled in a Tennis lesson should receive credit(something) towards court fees at the LOTC. For example, one hour of court time for each class the student is enrolled. Those hours should aggregate. This may be a billing issue but use technology to figure that out.

### Active Transaction Fee Related

Dislike the extra transition fee when booking online. (No activity name entered)

**Do you have a suggestion for an activity you would like to see offered through LO Parks & Recreation?**

### Sports

Indoor Pickleball.



Skateboarding!

Badminton!

Volleyball

More ultimate frisbee for middle school and high school

### Cultural & Fitness

List the location of the camp on the website or send an email. Neither did the LO Parks & Rec nor email confirmation had the location specified.

Creativity (Memoir Writing participant)

Ceramics, pottery

Oil Painting

Oil or acrylic painting lessons

Oil and Cold Wax class (maybe a full day class, once restrictions are lifted) with a local artist from the LO Arts group (or Serena Barton, author of several books, and Portland resident).

Teach a grafting class

Pottery classes - maybe 3-4 at a time given the current situation? Not sure it would be cost effective though.

That parents not be in the room with the children. Kids tend to do better without them in the room. Parents that stay in the room distract the kids that are not having a hard time.

It would be wonderful to have more of these camps. Also, before and after care would be great for working parents.

More tutoring clubs and after school camps

Keep up the outstanding work! Can you continue in the fall?

More sessions each summer. Other options.

More camps!

Help animals

Spanish classes in the evenings. (virtual or in person eventually)

More all day (9-4) summer camps to maximize the fun and learning.



More camps and classes for 3-5 year olds!

More classes with a bigger age range so my 3 kids can go to the same classes.

Re: TSC...I think one day of volunteering and 2 fun days, and ask for more money to cover the cost, and my son would do it again for sure. Or just a teen activity day would be great.

Bird watching and you have some specialist in LO

I'd love to see Parks and Rec support what the school district can't during this period of remote learning.

Mountain biking camps for age 7.

I would love to see camps offer an extended day option so the timing could work more for working families.

If we could somehow "pod" a group that parks together.

Conversational French and Belly Dancing

Chi Gong

Would love to have indoor yoga with large space allowing for 6 feet distancing. Grateful for zoom yoga but just not the same.

Additional yogalates sessions so class members don't have to panic that they won't get into the next set of classes.

Activities for 40-50 year olds.

#### Fitness

Reinstate Chair Yoga and group meetings for Diabetes.

More fitness virtual classes

More evening yoga classes

Virtual Nia

Easy yoga for seniors

Spin classes

Teen Fitness classes

Have Nancy Bantz teach her exercise to music class again

I'd have to think about it. At the present time I am really pleased about what is offered. Maybe a Zumba class that is not Zumba Gold?



More fitness classes in the parks. Also organized, pet friendly, and shorter walks, around our city.

I'm happy to have Zoom classes available during this pandemic.

I would like to see this class offered throughout the winter. We meet at Waluga Park and there is a covered area there if needed.

Online yoga flow class for women in their 40's, 50's and 60's .

Water aerobics

### Luscher Farm

Summer camps: offer more all day camps at Luscher Farm.

More Luscher Farm kid camps!

Kid cooking

Tour of the garden

Having LAURA,(our CSA farmer and director), have a class on vegetable gardening, sharing the similarities and differences between large/small scale. Only Laura Masterson should teach this course.

More classes on actual gardening issues, like soils, amendments, vegetable planting tips.

Email to us if extra plots open up

Naturescaping (landscaping for native wildlife and habitats)

### Events

More couples events

More Flicks at the Farm

More concerts

### Outdoor

More outdoor offerings for kids in the summer and school year!

more outdoor activities (art, creativity)

Very excited about the new mountain biking course so more outdoor courses for young adults are always great. Like outdoor survival skills might be fun. Or outdoor science projects for an afternoon.



### Golf

More golf Soccer golf

Kids golf camp would be a great idea. Similar to the kids golf camp at Red Tail golf course.

Better 18 hole golf course

### Tennis

I think LOTC should rent or secure outdoor courts from high schools and offer kids longer tennis camps. May be incorporate ping pong and other types of exercise into the day-long camp. Also, "boot camp" adult tennis clinics would be awesome!

More tennis

Earlier drill play

### Fee Related

YES see my comment above about the 10% billing fee charged for the class. That is outrageous!

Actually, this is a suggestion about class fees. I was surprised to learn that Zoom classes cost the same as in-person classes. Because of all the instructional limitations I would have thought that Zoom classes would have cost less....perhaps 25% less than in person classes.

My only comment is that I wish there wasn't a fee to register for classes online through the website. \$7/class seems excessive for online registration, when an alternative is just to call in for registration (which is what I do)