

Lake Oswego Parks & Recreation

Customer Excellence Results – EVENTS Tinseltown Trolley Survey Results

This report covers survey responses received between December 29, 2021 and January 31, 2022 for three surveys sent to Friday, Saturday and Sunday participants. This report combines and summarizes the results of all 3 surveys. A total of 22 responses were received from the 134 emails sent (a little over a 16% response rate.)

The largest majority of respondents (37%) learned about these community EVENTS through the Activities Guide, confirming it as a great way to reach the community. Hello LO and the Active Registration Site were also resources used for EVENT information.

Responses N=22	Activities Guide	Active Reg Website	Return Customer
#	17	4	4
% of Total	77%	18%	18%

The following pages of this report reflect the combined survey responses to questions asked (along with the performance measurement questions asked on the Customer Satisfaction survey.) Survey questions that ask for personal data are not included in this report. The Santa specific information is broken down by ride time per your request.

The key Customer Excellence questions asked and results measured for effectiveness are:

Survey Question	Performance Target	Dec 2021 Tinseltown Trolley Combined Results of All 3 Surveys
Met Expectations	80% Yes	81.8% Yes
Value Received	80% Very Satisfied	59.1% Very Satisfied
Would Recommend	80% Yes	100% Would Recommend

Q1 Which trolley ride day and time were taken?

#Responses	9:45am	11am	1:30pm	4:00pm	4:45pm	5:15pm	6:00pm	6:30pm
Friday					1		1	
Saturday		3	3			1		1
Sunday	1		4	4		3		

Q2 Rate the Santa experience for your ride (1-5 Stars, 1=Poor)

Ind. Ratings	9:45am	11am	1:30pm	4:00pm	4:45pm	5:15pm	6:00pm	6:30pm
Friday					4		5	
Saturday		4,4	5,4,4			3		5
Sunday	5		5,5,4,5	3,5,4,3		4,5		

Friday Comments about Santa

4:45pm - Santa was great. Very interesting and educational about the animals living at the N. Pole.

6:00pm - He was so nice. Afterwards, we heard 2 young boys from ride crowing over how they met the REAL Santa there!! It was such a delight.

Saturday Comments about Santa

11:00am - It would have been better if Santa knew we already sang the Rudolph song.

1:30pm - It was fun and entertaining

1:30pm - It will be nice if Santa interact with the children.

Sunday Comments about Santa

9:45am - Just think its a little pricy but it was cute

4:00pm - Unfortunately Covid prevented the personal Santa interaction, but it was still nice to have him on board. The Santa was fine, I think his comments were sometimes obtuse and over the children's heads

Q3 Rate the Santa experience for your second ride (1-5 Stars, 1=Poor)

	9:45am	11am	1:30pm	4:00pm	4:45pm	5:15pm	6:00pm	6:30pm
Friday								
Saturday								
Sunday	5			5		3		

Q4 Which day(s) of the week would you prefer next season? (Check all that apply)

	# Responses
Friday	6
Saturday	15
Sunday	11

Q5 Which trolley ride time frames would you prefer to see offered next season? (Check all that apply)

	# Responses
Morning (9a-12p)	7
Afternoon (1p-4p)	10
Evening (5p-?)	13

Q6 Reasons for participating (Check all that apply)

Answer Choices	# Responses
Recreational Enjoyment	15
Health and Wellness	1
Learn Something New	2
Provide an activity or care for child	14
Enhance/Develop current skills	1
Engage with others of similar interest	3
Other	3

Comments about reasons for participating in the activity:

My grandkids!

Holiday fun.

This is a festive holiday activity for the children

Enjoy the holidays!

Q7 How did you learn about the activity? (Check all that apply)

Answer Choices	# Responses
LOPR Activities Guide	17
Registration Website	4
LOPR City Website	1
Hello LO	2
LO Review	1
Social Media	1
Return Customer	4
Recommended by Friend/Family	1
Other	2

Q8 Did participation in the activity meet your expectations? (81.8% Met)

N=22	YES	NO
Friday	2	0
Saturday	7	1
Sunday	9	3

Comments about the activity meeting expectations:

Residents should get a discount.

Would've been nice to have upgraded tickets, maybe on wide ribbon and made of tag board, to be used as higher quality keepsakes. One for every passenger would've added to the experience. Singing was a fabulous idea and would be much better if the person leading the crowd were a singer with enthusiasm. We loved playing the emoji game!

Geared towards smaller children. Also would have loved more organization of activities on board. Volunteers did the best they could but would have liked more interactive festive activities.

Thought we could have gone a little further. Cocoa would be nice.

The 3 ladies who led singing/games were fantastic! Mary, Emily and my apologies but I missed the young girl's name. Santa looked good but could've had a bit more jolly and some of his answers to questions were not ideal ie:

challenging kids they may not believe. Nothing my young ones caught onto but potentially questionable to older kids. Overall he was fine and if he shows up next year I wouldn't be upset. But def better Santa's out there. (Sunday 1:30pm)

Loved it.

Great vibe - wonderful crew

It was really nice!

**Q9 How would you rate the value received for your activity fee?
(59.1% Very Satisfied)**

Level of Satisfaction N=22	# Responses
Very Satisfied	13
Somewhat Satisfied	8
Neutral	
Somewhat Dissatisfied (Saturday)	1
Very Dissatisfied	

Comments about the value received:

The ride was much shorter this year.

**Q10 Would you recommend the activity to a friend or family member?
(100% Yes)**

N=21	YES	NO
	21	0

Comments about recommending to a friend or family member:

Depends on the children's ages. Seemed most appropriate for younger kids

Q11 Do you have a suggestion for an activity you would like to see offered through LO Parks & Recreation?

Christmas Caroling

Would be nice if there were more activities that have a lower cost. For example going out to the farm or to natural sites.