

## Lake Oswego Parks & Recreation

### Customer Excellence Results FY 21-22 – 07/14/2022

FY21-22, July 1, 2021 through June 30, 2022 was a year of getting back to normally scheduled in-person recreation activities. The exceptions to recreation services usually provided by LOPR were due to recreation facility closures for renovations. The Indoor Tennis Center was closed fall of 2021 for upgrades and is scheduled to re-open in fall 2022. The Adult Community Center was closed early 2021 for rehabilitation and re-opened March 2022. The Municipal Golf Course closed in late fall 2021 for a complete redesign and will not reopen until after the Lake Oswego Recreation and Aquatic Center opens in fall 2024. Registration services moved to the Adult Community Center and project management functions moved to Luscher Farm.

The charts in this report reflect all survey responses broken down by survey questions asked on the standard Customer Satisfaction survey. Individual feedback from customers and their suggestions for programming are broken down by Division and Activity Name (when provided) and are available in the Excel spreadsheet titled *FY21-22 Standard Survey Individual Responses* located in the sub-folder titled *\_4 FY21-22 Annual Rollup Cust Exc* within the folder below.

#### P:\SURVEYS\_INDICATORS\CUST EXC SURVEYS\Survey Response Reports\Results FY21-22

Most of the individual comments (except May and June 2022) are replicated from seasonal reports created during the fiscal year which are located in the main folder as indicated above. The results report from custom surveys administered during the fiscal year are also available in the main folder listed above.

#### STANDARD SURVEYS ADMINISTERED FY21-22

Date Sent	Sent to	No. Emails Sent	Online Responses
Various	Standard Surveys - Bi Monthly	7804	712
Response Rate		9.12%	

#### CUSTOM SURVEYS ADMINISTERED FY21-22

Date Sent	Sent to	No. Emails Sent	Online Responses
9/14/2021	Events - Barnyard Bolt	50	16
9/14/2021	Events - Petals and Punch	31	6
9/14/2021	Events - Flicks at the Farm	134	19
9/14/2021	Events - Drive in Concerts	73	16
9/15/2021	Events - Picnic in the Park	438	102
10/18/2021	ACC - Group Play Survey	130	56
10/22/2021	LOCR Survey	491	87
12/23/2021	Luscher Farm Community Gardens	179	44
12/23/2021	Luscher Farm Adopt a Plot	36	7
12/29/2021	Events - FRIDAY 12/10/21 Tinseltown Trolley	24	2
12/29/2021	Events - SATURDAY 12/11/21 Tinseltown Trolley	56	8
12/29/2021	Events - SUNDAY 12/12/21 Tinseltown Trolley	54	12
1/21/2022	Luscher Community Supported Agriculture	145	21
3/4/2022	High School Basketball Ended Feb 2022	367	9
Response Rate		18.34%	

RESULTS BROKEN DOWN BY DIVISION

The LOPR performance targets are:

- 50 surveys per year per Division
- 80% YES Met Expectations
- 80% Very Satisfied Value Received
- 80% Would Recommend to Family/Friend

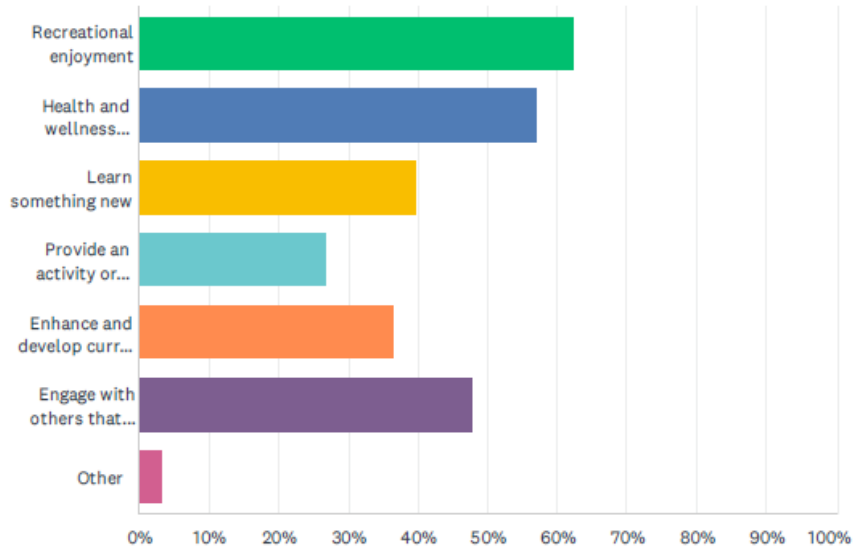
STANDARD SURVEYS	ACC	SPORTS	FITNESS	CULTURAL	LUSCHER FARM	EVENTS	OUTDOOR	GOLF	TENNIS
Number of Responses	27	95	163	221	45	11	53	22	35
% YES Participation Met Expectations	96%	93.62%	97.55%	87.67%	97.73%	81.82%	98.08%	95.45%	94.28%
% Very Satisfied Value Received	77.77%	71.59%	86.25%	75.80%	77.27%	81.82%	66.66%	81.82%	70.59%
% YES Would Recommend to Family/Friend	96.15%	94.44%	98.15%	90.36%	93.18%	81.82%	96.15%	95.45%	94.28%
CUSTOM SURVEYS	ACC	SPORTS	FITNESS	CULTURAL	LUSCHER FARM	EVENTS	OUTDOOR	GOLF	TENNIS
Number of Responses	56*	9			72	181	87		
% YES Participation Met Expectations		89%			98.60%	82%	91.76%		
% Very Satisfied Value Received		55%			68%	58.20%	56.47%		
% YES Would Recommend to Family/Friend		100%			97%	87.89%	92.94%		

\* The ACC survey requested specific informational input and did not contain the questions that are measured for customer satisfaction performance.

The charts on the following pages summarize responses to survey questions. Some survey questions do not have charts as they relate to providing personal information.

Q2 What are your reasons for participation in the activity? Please check ALL that apply.

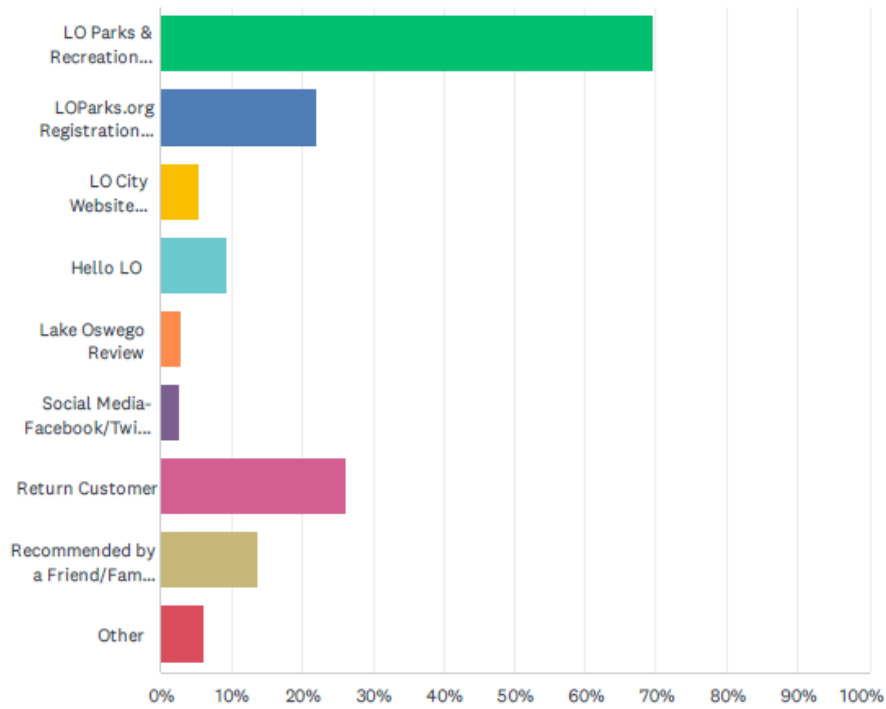
Answered: 709 Skipped: 3



ANSWER CHOICES	RESPONSES	
Recreational enjoyment	62.34%	442
Health and wellness purpose	56.84%	403
Learn something new	39.63%	281
Provide an activity or care for child/children	26.80%	190
Enhance and develop current skills or knowledge	36.39%	258
Engage with others that have similar interests	47.81%	339
Other	3.24%	23
Total Respondents: 709		

### Q3 How did you learn about this activity? Please check ALL that apply.

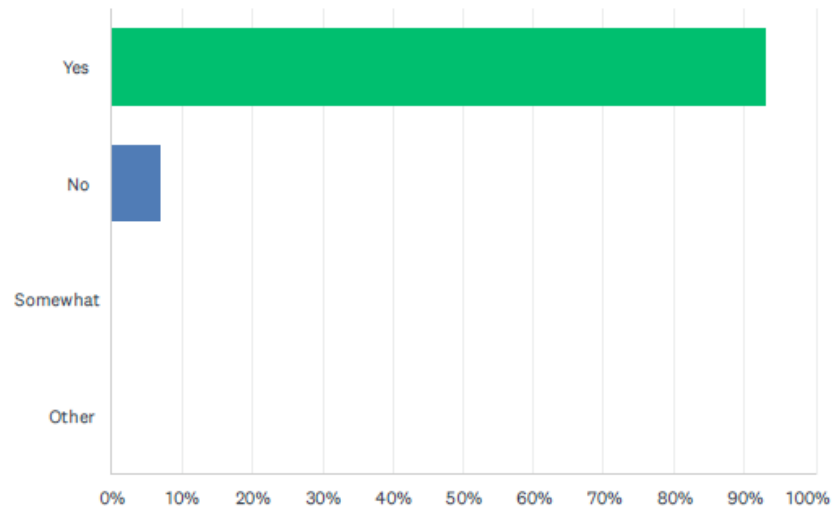
Answered: 707 Skipped: 5



ANSWER CHOICES	RESPONSES	
LO Parks & Recreation Activities Guide	69.59%	492
LOParks.org Registration Website	22.07%	156
LO City Website <a href="http://www.ci.oswego.or.us/parksrec">www.ci.oswego.or.us/parksrec</a>	5.37%	38
Hello LO	9.34%	66
Lake Oswego Review	2.69%	19
Social Media- Facebook/Twitter/Instagram	2.55%	18
Return Customer	26.17%	185
Recommended by a Friend/Family Member	13.72%	97
Other	5.94%	42
<b>Total Respondents: 707</b>		

## Q4 Did participation in the activity meet your expectations?

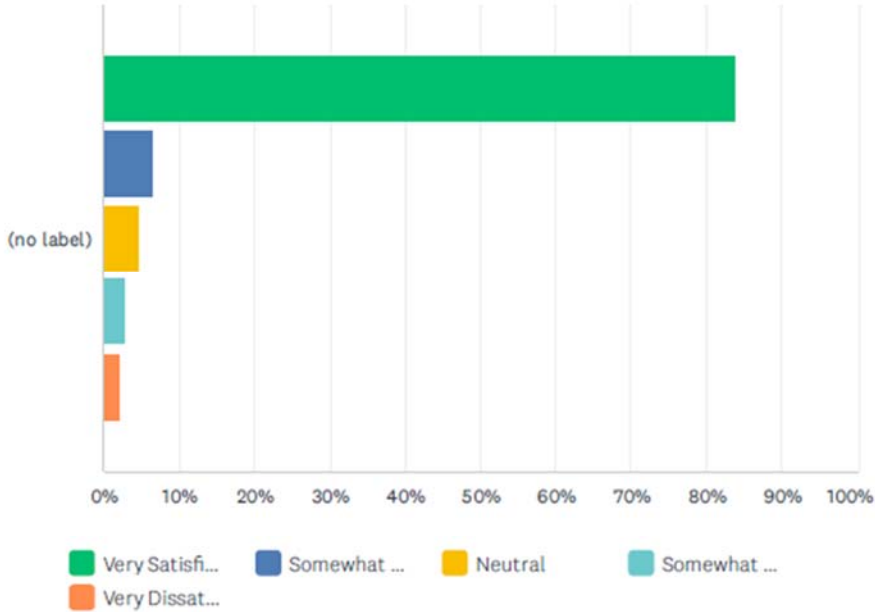
Answered: 702 Skipped: 10



ANSWER CHOICES	RESPONSES	
Yes	92.88%	652
No	7.12%	50
Somewhat	0.00%	0
Other	0.00%	0
TOTAL		702

Q5 If applicable, how do you rate the instructor's/activity leader's preparedness and knowledge of the activity? (Not applicable to sports leagues)

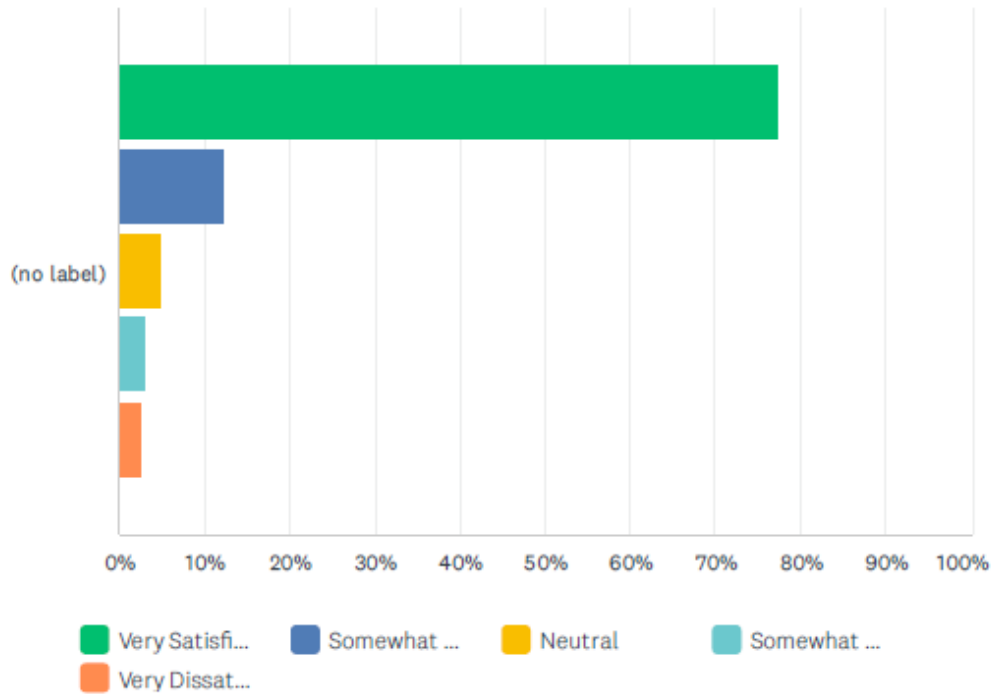
Answered: 664 Skipped: 48



VERY SATISFIED	SOMEWHAT SATISFIED	NEUTRAL	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	TOTAL
83.89%	6.63%	4.67%	2.71%	2.11%	
557	44	31	18	14	664

## Q6 How do you rate the value received for your activity fee?

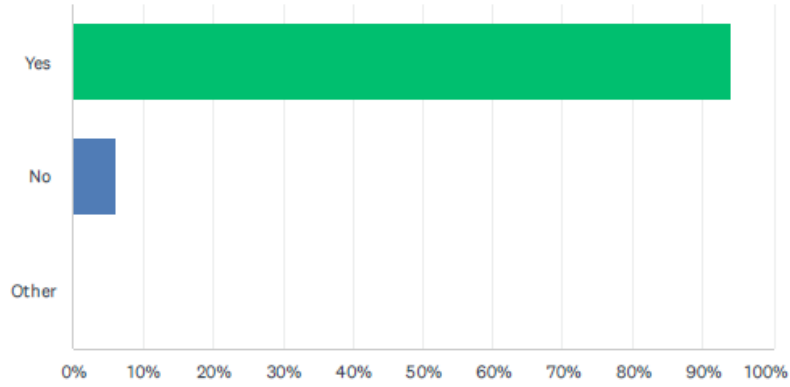
Answered: 693 Skipped: 19



VERY SATISFIED	SOMEWHAT SATISFIED	NEUTRAL	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	TOTAL
77.34%	12.41%	4.91%	2.89%	2.45%	
536	86	34	20	17	693

## Q7 Would you recommend the activity to a friend or family member?

Answered: 695 Skipped: 17



ANSWER CHOICES	RESPONSES	
Yes	93.96%	653
No	6.04%	42
Other	0.00%	0
TOTAL		695