

Lake Oswego Parks & Recreation

Customer Excellence Results Summer Season FY 21-22

This report covers survey responses received between May 1 and August 31. Note that due to a reassignment of duties to support Parks Department projects, the survey process was halted for April and May 2021. Surveys for activities that ended in June were emailed out in July. Beginning in July, the bi-monthly survey process was initiated whereby twice a month on the 16th and the last day of the month, survey emails are sent to payers/participants enrolled in activities that ended in the prior 2 weeks.

The summer 2021 seasonal report is created from a total of 173 responses received from the 1,869 emails sent to participants (little over a 9% response rate.) Last year's response rate was 19%. While we have not established a target response rate for FY 21-22, a best in class rule of thumb is 33%, while 5% to 30% tends to be the realistic average response rate nationwide.

The majority of respondents (76.74%) learn about our offerings through the Activities Guide, so the investment in this media remains sound. 37.21% learn of offers from the Active Net Registration site, so the more information provided in activity descriptions the better. (Some respondents chose more than one option.)

The first pages of this report reflect the survey responses broken down by questions asked on the Customer Satisfaction survey. Survey questions that ask for personal data are not included in this report.

The key questions and results measured for effectiveness are:

Survey Question	Performance Target	Summer 2021 Results
Met Expectations	80% Yes	90.48%
Value Received	80% Very Satisfied	68.45% **
Would Recommend	80% Yes	90.53%

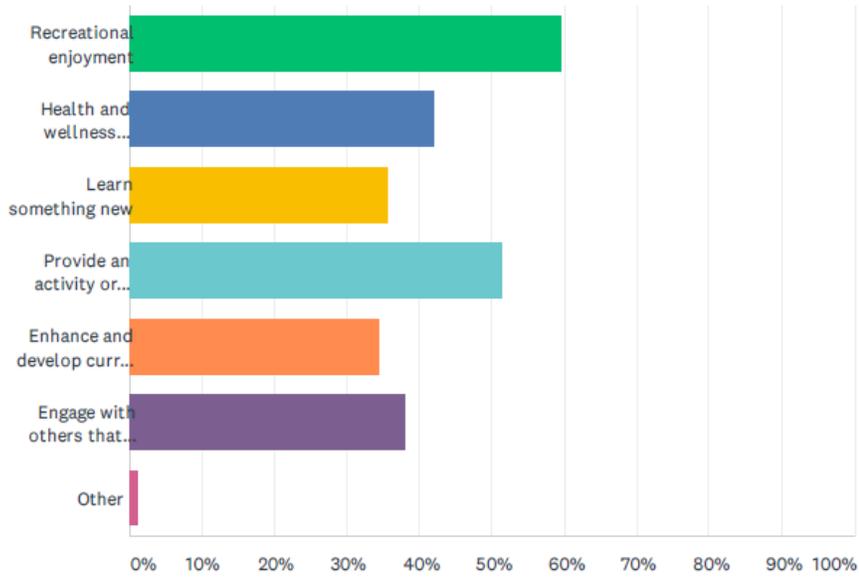
** The comments received help explain the low rating

The specific, written feedback is separated by Division (see **Comments for being or not being satisfied**) 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. While reviewing this report may cause one to focus just on a specific division, reviewing all comments and suggestions is encouraged.

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

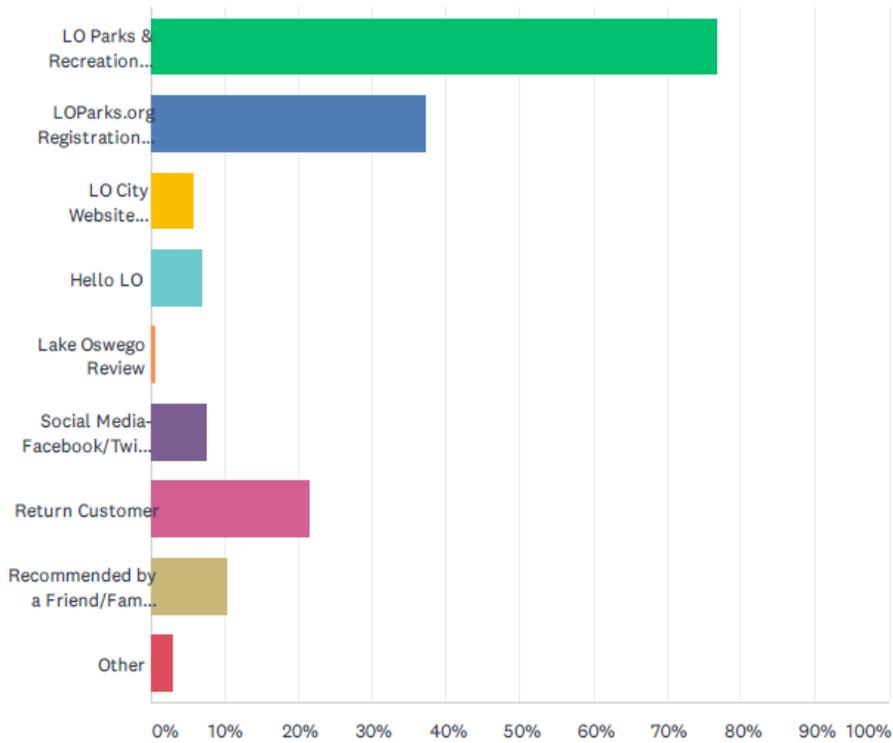
Answered: 171 Skipped: 1



ANSWER CHOICES	RESPONSES	
Recreational enjoyment	59.65%	102
Health and wellness purpose	42.11%	72
Learn something new	35.67%	61
Provide an activity or care for child/children	51.46%	88
Enhance and develop current skills or knowledge	34.50%	59
Engage with others that have similar interests	38.01%	65
Other	1.17%	2
Total Respondents: 171		

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

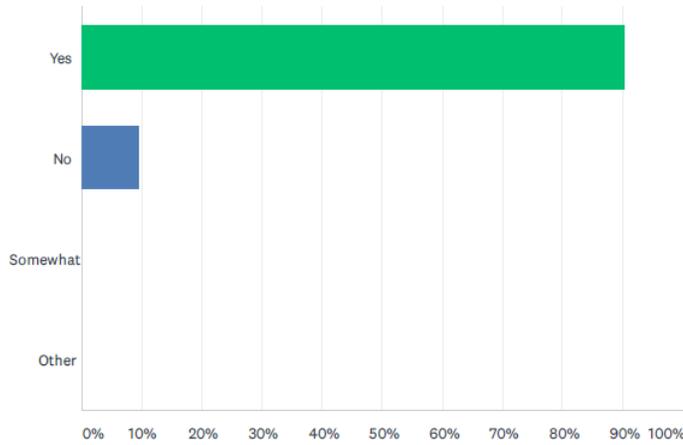
Answered: 172 Skipped: 0



ANSWER CHOICES	RESPONSES	
LO Parks & Recreation Activities Guide	76.74%	132
LOParks.org Registration Website	37.21%	64
LO City Website www.ci.oswego.or.us/parksrec	5.81%	10
Hello LO	6.98%	12
Lake Oswego Review	0.58%	1
Social Media- Facebook/Twitter/Instagram	7.56%	13
Return Customer	21.51%	37
Recommended by a Friend/Family Member	10.47%	18
Other	2.91%	5

Q4 Did participation in the activity meet your expectations?

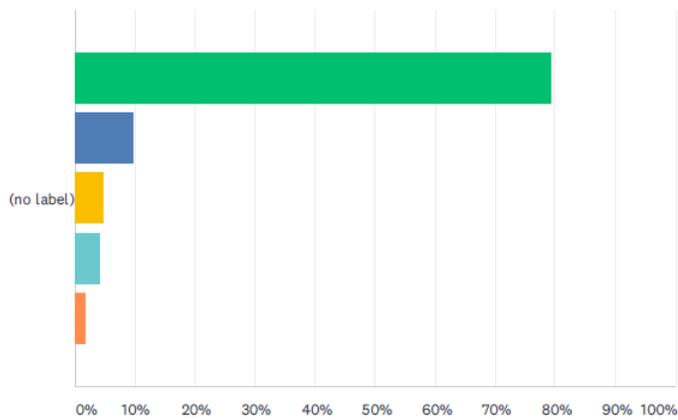
Answered: 168 Skipped: 4



ANSWER CHOICES	RESPONSES	
Yes	90.48%	152
No	9.52%	16
Somewhat	0.00%	0
Other	0.00%	0
TOTAL		168

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: 164 Skipped: 8

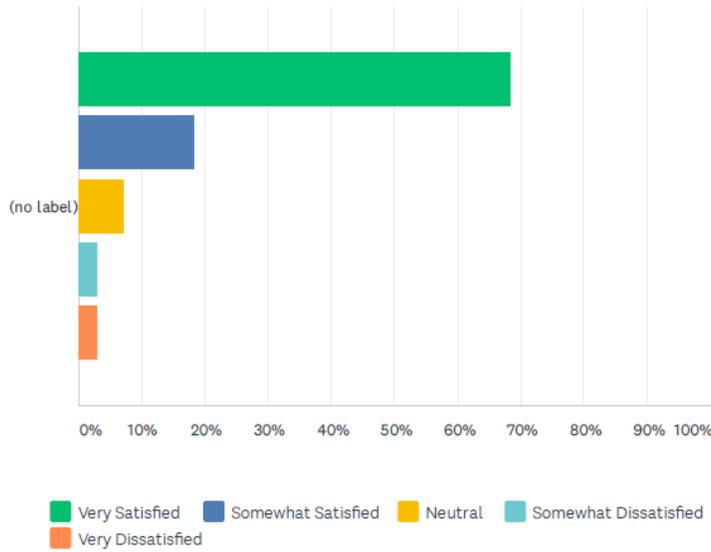


■ Very Satisfied
 ■ Somewhat Satisfied
 ■ Neutral
 ■ Somewhat Dissatisfied
 ■ Very Dissatisfied

	VERY SATISFIED	SOMEWHAT SATISFIED	NEUTRAL	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	TOTAL	WEIGHTED AVERAGE
(no label)	79.27% 130	9.76% 16	4.88% 8	4.27% 7	1.83% 3	164	1.40

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

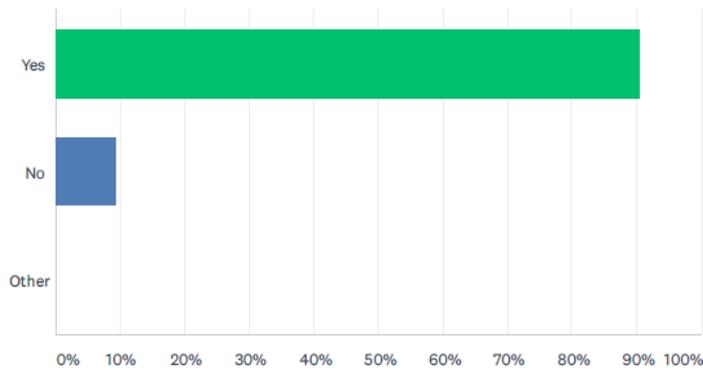
Answered: 168 Skipped: 4



	VERY SATISFIED	SOMEWHAT SATISFIED	NEUTRAL	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	TOTAL	WEIGHTED AVERAGE
(no label)	68.45% 115	18.45% 31	7.14% 12	2.98% 5	2.98% 5	168	1.54

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

Answered: 169 Skipped: 3



ANSWER CHOICES	RESPONSES
Yes	90.53% 153
No	9.47% 16
Other	0.00% 0
TOTAL	169

SUMMARY OF FEEDBACK

Comments about WHY participation in the activity

ACC

Sharing stories and learning from others' past experiences is always good - Health and Wellness

CULTURAL, FITNESS, OUTDOOR

Family activity - Bob Ross Majestic Mountains

Great instructions - Nia

Nia with Carol Kaplan is a community of dancers that is creative, supportive, caring, and energizing! We have met, some of us, for 20 years.

LOVE yoga and exercise classes – Yoga

Excellent instructors! – Zumba Gold & Aerobics to Music

The breathwork is great for my blood pressure and overall sense of well-being. - Qigong

To earn HS service hours – Teen Service Corps

Socialization – Tiny boppers

Social emotional wellbeing during a pandemic – Summer Camps

LUSCHER FARM

Make friends and stay off screens – Luscher Camp

GOLF

Fun, goofy activity with friends – Foot Golf

TENNIS

Keeping safe social distance. – Beginning Tennis

MISCELLANEOUS

Although a lot of things look interesting, offerings are all when I'm working.

I enjoy community involvement and working with the staff. – Volunteer for P&R

Comments for being or not being satisfied (Met Expectations, Value, Recommend)

ACC

I always recommend various Classes to friends. – Health and Wellness

I have had many, many wonderful experiences at ACC. The Speakers are always excellent and the staff amazing. – Health and Wellness

Ms. Vermillion was an excellent hostess and moderator! I hope to participate in more online activities! - Netflix Happy Hour

SPORTS DIVISION

My son loved this camp. Would love to see an ongoing class offered for his age group (10-11 yrs) - Youth Biking Camp

Am now hooked and eager to learn more. - Pickleball

The class was great and the young people teaching it were wonderful. – Little Tykes Soccer

Too many participants for the age group and not enough number of the couches and the assistants – Little Tykes Soccer

Exceeded expectations! – Little Tykes Soccer

For the high price I paid for 4 days, which was the equivalent to almost an entire regular season, I would have expected more. My daughter did not learn anything new. – Girls Lacrosse

My daughter participated in this camp and enjoyed it. The first day was a little slow, but after that she said it was fun. – Parkour Camp

CULTURAL, FITNESS, OUTDOOR DIVISION

Cultural

Extremely helpful and encouraging instructors – Bob Ross Painting

There was no deep dive into the experiments they did. – Jr. Chem Engr, Crazy Concoction

Not quite sure having a three year old and not being told much by him or the teacher – Mini Music Makers

Watercolor class is the most informative painting class I have ever taken. -Watercolor and Bob Ross

Despite the issues with the scheduling, my son highly enjoyed the activity. – Magic for Beginners

The fee for enrolling online is exorbitant. IT was a 10% fee for my class. YOU NEED TO HIGHLIGHT THAT PEOPLE CAN CALL IN AND REGISTER WITOUT A FEE!!!!!!!!!!!!- Spanish 1 and 2

Camps

Kelsey at the front desk was beyond amazing and super helpful. Tons of Kids Camp

All of the camps my kids took this summer were great! Well organized, communication was good, activity was fun – Summer Camps

Jordan was excellent!! – Teen Service Corps

Best teen program our family has ever participated in - was thoroughly impressed by every aspect – Teen Service Corps

No advanced communication (mailed, emailed or phoned) for camp schedule and location as we have previously received every other year. – Summer Camps

There was no deep dive into the experiments they did. – Jr. Chem Engr, Crazy Concoction

We had great experiences with other camps. This was a safe place for childcare which was appreciated, but was lacking in the delivery of content. Jr Chem Engr, Crazy Concoction

Instructor was not aware camp ended at 4pm and had to slow down activities to fill the time. Our kids played hangman for an hour to keep busy. – Chemistry Camp

I was unable to send my child due to the camp not following the mask mandate – Science Camp

Not quite sure having a three year old and not being told much by him or the teacher – Mini Music Makers

Daughters were unable to participate in this indoor camp for children under 8 when we learned at the very last minute that masks were optional. – Frozen Dance Camp

Felt a bit more like daycare than the adventure camp described. Kids didn't dig anything and just colored coloring pages. I really appreciate all the offerings provided but I felt this one was really disappointing – Jurassic Camp

Masking of campers was uneven. Some didn't always wear and were not consistently corrected. – Coding Camp at Uplands

Compared to other camps my child did this summer, the kinder camps were not great. They could greatly improve by hiring different people who greet your children with a smile and seem excited to be there. Many of them were sitting around at drop off not smiling or engaging. Also, name tags and greater security would be huge in helping to make parents feel like you know their kid. There were several days our child was signed out for by another parent because they had similar names. The camp leaders did not catch this error and it was very concerning. – Kinder Camps

Summer camps quickly filled up. Would love to triple or more the size of summer camp program. Until then, I try not to encourage the program in order to increase my chances at successful registration. – Youth Summer Camps

I was underwhelmed with the kinder camps. Did not initially feel secure upon check in (no name tags, etc) and many of the leaders were not very friendly. – Kinder Camps

Child seems to enjoy camp activities. – Kinder Camps

I was very happy with all of the people involved. My emails were replied to quickly, everyone that greeted us at the main entrance was very friendly, the instructors were great. I was thrilled when we were able to snag a spot after being on the waitlist and will continue to sign up for city of LO events in the future. – Lego Pokemon

Great camp. Lots of hands on activities and play built in. – STEM Challenge & Pokemon Lego

I wish the camp would have been longer. – Tiny Fly Aerial Dance Camp

The number of participants didn't allow for as much practice and learning as I had anticipated. I thought there were more silk set-ups. Youth Aerial Dance Camp

If they are flexible enough to do such a short camp. – Tiny Fly Aerial Camp

Too expensive, not long enough to justify cost/travel/coordination ... Tiny Fly Aerial Camp

The other issue is that a counselor was exposed to COVID and despite having everyone's contact information, the parents were not told until the morning drop off where we all stood in a circle (not 6 feet apart) without masks. Additionally, parks and rec staff said they would inform us of the counselors COVID test results and never did.

– Nature Rx

Would not recommend nature RX but would recommend kinder camp

The camp counselors seemed unprepared and disorganized. They didn't appear comfortable with camp's age group. There was a noticeable lack of communication between the counselors and volunteers. – Nature Rx

Kinder camp was great but nature RX was disappointing. Because of the heat wave and Smokey air, camp was cut short most days that week by about an hour (instructor said to pickup at 12 not 1pm) and we were not offered any sort of refund. The instructor seemed ill prepared to lead preschoolers for 4 hours. I picked my daughter up one day and they were watching cell phones videos of nature. I would not sign up for this camp again. Kinder camp was better planned and fun for my child. – Nature Rx and Kinder Camp Space & Under the Sea

Fitness

Amazing teacher! Core Strength

This class exceeded all of my expectations! Kimberly Barner was an exceptional instructor. I am so sorry to see her go!!! - Night Night Yoga

Very enjoyable!! All instructors excellent!! – Qigong, Nia, Yoga

Yoga teacher Pam Helmick is superb! - Yoga

It's the best deal in town. It needs to get more attention. – Qigong

I especially appreciated the drop-in format – Drop-in Yoga

THANK YOU for such a well-organized and excellent opportunity! - Yoga

Outdoor

Very much so. Not only was my child taught the basics of rowing but also the responsibility of care of the equipment and the importance of working together. – Learn to Row

GOLF DIVISION

My son was challenged and wanted to continue learning golf. Kool Kidz

I got a call a hour before the activity was going to start letting me know it was canceled because the instructor was not available. – Kool Kidz

Was so happy that I was able to enroll my son from the wait list. I was called immediately when it was our turn and registered quickly. – Kool Kidz

Darryl really was so upbeat and enthusiastic. Was fun to see him with the kids. His teaching methods were solid and effective as well. Tom was warm, attentive and clear and concise with his teaching. Great teachers. – Kool Kidz

Just a big thank you for providing such a fantastic service to our beautiful community. All the work and love that goes into these programs is stellar. In our weird world right now, it is so appreciated. – Kool Kidz

TENNIS DIVISION

Would have preferred more instruction on tennis skills. - Tennis

Best tennis class I've taken – Adult Tennis 1

This summer the group lessons had too many people in them. Previous summers have been like that too – Adult Tennis summer

We have recommended to at least 5 new students and they also registered! Tennis Racqueteers Camp

Yes, we already recommended to several friends that joined . Tennis Racqueteers Camp

Excellent coaches – Adult Tennis 1

Not the summer group lessons - really it's a hit group without instruction – Adult Tennis Summer

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

SPORTS DIVISION

Family Pickleball

Pickleball at additional venues

My kids keep asking for badminton rather than tennis. I would like to see aquatics offered.

More classes for 2-5 year olds and outdoor opportunities. Otherwise, very happy with our experience with LO Parks and Rec.

More sport offerings for kindergarteners (age 5+)

More pickleball. More middle school activities.

The next level up from beginning fencing. My grandson loved the class, but there does not seem to be a general fencing class, only an Intro/Beginning class.

More offerings rather than just two 1-week long sessions

Walking/running/hiking camp for kids.

More activities that 2 year olds can participate in offered during the weekends. Tiny Tykes

For 3 year old class, having parents and kid pair class would be more age appropriate. Or having more staff or reduce the participants. Tiny Tykes

Offer more sport camps for littles. There were only 2 week long Tiny Tykes soccer camps available this summer. My kiddo would loved to have participate every week this summer. He asks about when he can do soccer camp again almost every day!

More classes on weekends for preschoolers

More sports offerings as most offered camps filled up quickly and there seems to be a lot of interest in those.

CULTURAL FITNESS & OUTDOOR DIVISION

Cultural

Dog classes: like recall, training, puppy socialization, scent work, etc.

Exploring and learning the history and flora/fauna of LO parks.

More computer programming and maybe level 2 gaming after completing first course.

Knitting lessons/A knitting circle for adults

A cooking series with a theme (e.g sauces, french cooking, thai cooking)

I think you do an extraordinary job with access to each age group. Personnel in the office very patient and kind. (Bob Ross and Watercolor)

Chess club (youth and adult)

Home maintenance and repair skills

More stuff for kids under 2 years old. More weekend toddler stuff. Tiny Boppers

More classes on weekends for pre schoolers

Camps & Outdoor

A volunteerism camp — do a volunteer activity for or with a different nonprofit each day. Sustainability camp— teaching kids about sustainability, recycling and other environmental causes.

More camps and classes for kids

The more Lego camps the better. I was very excited to see that there are going to be some winter break camps!

More camps and classes for kids

More summer camps! Most were full when I tried to register

Very, very disappointed in how the summer camps program is now run. I'm not sure if this is a result of COVID (I sure hope so), but we have used the summer program for 15 years and the communication this year was awful. I used to brag about the program and readily recommend. I'm hoping this year was just a fluke because of COVID.

Fishing opportunities and education for kids would be amazing!

I would like these children's classes to be offered in a longer format. For example, register for Fall and go once or twice a week for two months. The class offerings/duration are too short.

Beginning archery

Day camps in the woods (to identify plants, learn survival skills, track animals, etc) throughout the year in all kinds of weather. My kiddos would adore this opportunity to be outside and learn science stuff!

Walking/running/hiking camp for kids.

Dance & Fitness

Strength training/dance aerobics

Aerobics/Dance class

More teen dance

Make a nice room for barre in the new ACC!

Night-Night Yoga to continue

I'd like to see an expansion of the dance classes. No new ones in quite a while such a Hip Hop, modern, ballet, social, etc. I'd also like to see more writing classes which I see builds community. In other words, I'd like to see classes that are bonding.

Aquatics

Adult Swim lanes and Adult Swim Lessons when the Aquatic Center is complete.

Kids parkour, kids water safety, kids sailing,

Synchronized swimming camp—this would be hilarious 😊

Private Swim lessons. I have two young children that need to learn to swim but due to the pandemic, all pools seem shut down for lessons in LO. But, we have a lake and a river in town and lots of outdoor recreation opportunities in Oregon that require water safety.

Paddle Camps for youth

LUSCHER FARM

Every camp at Luscher Farms is amazing! There should be many more offerings for more children to participate. My child also thoroughly enjoys the science camps.

EVENTS

Dad/daughter dance in Winter/December at Luscher Farms Barn or anywhere.

GOLF

Make sure the new golf course has foot golf too please

2 seasons of Footgolf per summer

Youth golf camp

I would like to see golf camps offered

TENNIS

Teen Tennis

It would be great if you offered a teens only tennis camp. That way the older kids would know when they sign up that there would be equivalent players.

Teen Tennis Camp in August each year

More all-day recreational activities for kids.

I wish there were continued outdoor tennis for kids/youth during fall, especially as tennis center is under construction, but also since - with covid - outdoor activities are ideal. If there's any chance those could be offered, that'd be so great! (and please send out an email so we know :))

Should continue to find a way to provide tennis classes during the time the tennis center is closed for remodeling

FRONT DESK/ACTIVE ADMINISTRATION

The receipts are not processed through my work's reimbursement system due to the lack of specificity. Would be great to have a better receipt system.