



REPORT

THE CITY OF SAN DIEGO TO THE PARK AND RECREATION BOARD

DATE ISSUED: May 6, 2011 REPORT NO. 202

ATTENTION: Park and Recreation Board Agenda of May 19, 2011

SUBJECT: Park and Recreation Department Fiscal Year 2011 Customer Satisfaction Survey Results

SUMMARY

THIS IS AN INFORMATIONAL ITEM ONLY. NO ACTION IS REQUIRED ON THE PART OF THE BOARD.

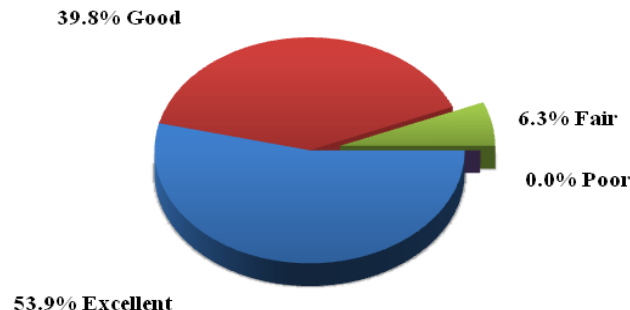
BACKGROUND

The Park and Recreation Department conducts annual customer satisfaction surveys to assist with effectively measuring the satisfaction level of our customers on programs, services and facilities. The survey also obtains information from the park users on their preferences and assists the Department with possible directions that can be taken in the future.

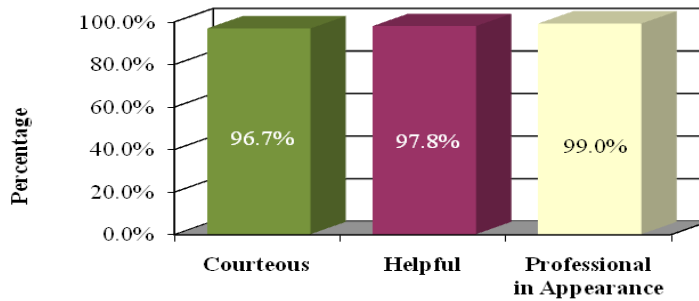
DISCUSSION

Results from the Park and Recreation Department's Fiscal Year 2011 Customer Satisfaction Survey have been completed. Seven hundred and forty-four park users were surveyed in August and September of 2010 at various park sites throughout the City. A brief summary of the results is included in this report.

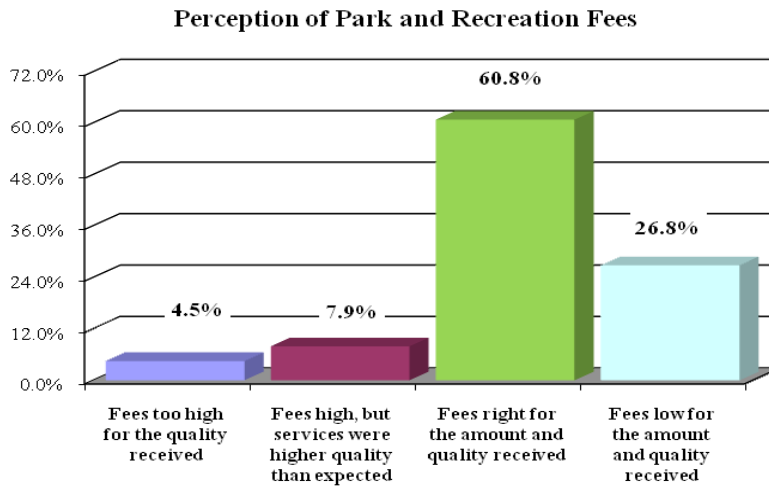
Users rated their experience with our park system as 93.7% excellent or good. (This was rated 90.6% excellent or good in Fiscal Year 2010.)



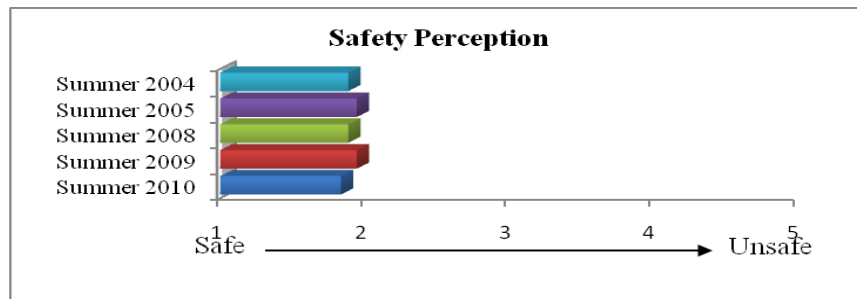
Our programs were rated 93.1% excellent or good and facilities were rated 94.1% excellent or good. Park and Recreation staff was rated as 96.7% courteous, 97.8% helpful, and 99.0% professional in appearance.



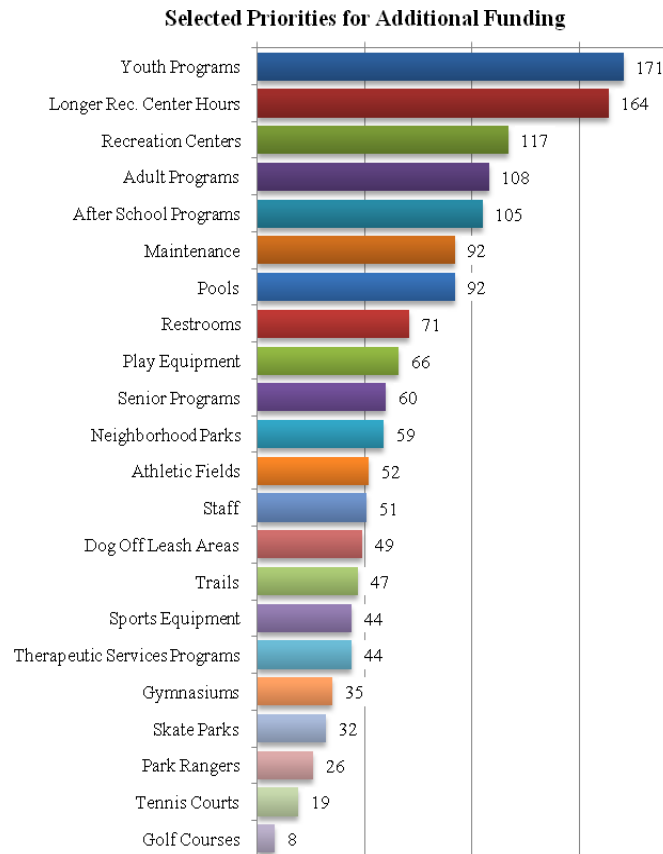
Park guests were asked if they would support an increase in park user fees to maintain current service levels. Fifty-five percent of the respondents answered yes. There were 60.8% of the respondents who felt the fees they pay currently were the right amount for the quality of services received for that fee.



Customers were asked to rate their feelings of safety in park and recreation areas on a scale of 1 to 5. The **lower** the rating number, the **safer** they felt. Overall they found themselves to be safe in park and recreation areas with an average rating of 1.84. This was a slight change from the last survey which showed an average rating of 1.95. The chart below reflects ratings from the last five year's surveys.



Park guests were asked to select their top three priorities for programs/services if additional funding was allocated toward park and recreation services. The top five answers in order of preference were: Youth Programs; Longer Recreation Center Hours; Recreation Centers; Adult Programs; and, After School Programs.



The Fiscal Year 2012 Customer Satisfaction Survey is tentatively scheduled for distribution in August and September of 2011. Results should be available the beginning of the calendar year 2012.

We thank our staff, volunteers, and supporters for their efforts for consistently providing exceptional park facilities and services!

Respectfully submitted,

Stacey LoMedico
Park and Recreation Director

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SLM:PDJ