



REPORT

THE CITY OF SAN DIEGO TO THE PARK AND RECREATION BOARD

DATE ISSUED: March 1, 2013 REPORT NO. 201
ATTENTION: Park and Recreation Board Agenda of March 21, 2013
SUBJECT: Park and Recreation Department Fiscal Year 2013 Customer Satisfaction Survey Results

SUMMARY

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

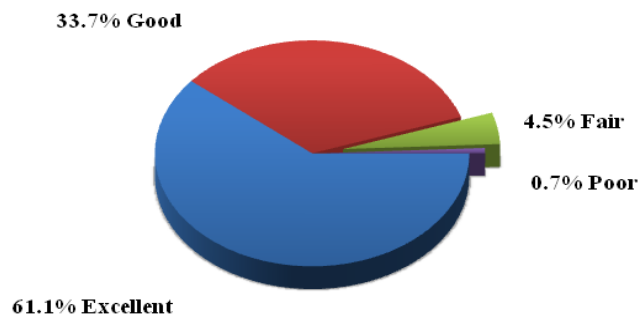
BACKGROUND

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. Surveys are collected and analyzed by Department staff since there are insufficient funds for consultants for this program.

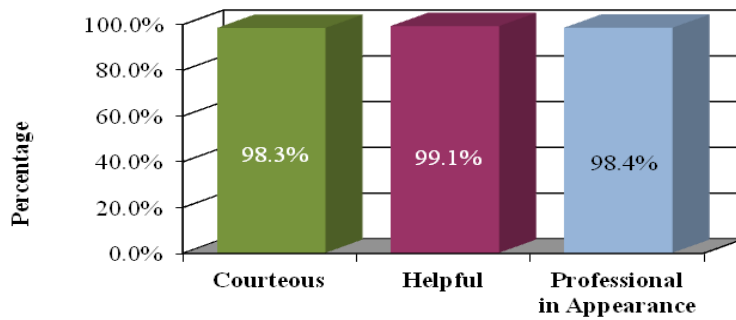
DISCUSSION

Results from the Park and Recreation Department's Fiscal Year 2013 Customer Satisfaction Survey have been completed. Eight hundred and ninety-two (892) park users were surveyed in August and September of 2012 at various park sites throughout the City. A brief summary of the results is included in this report.

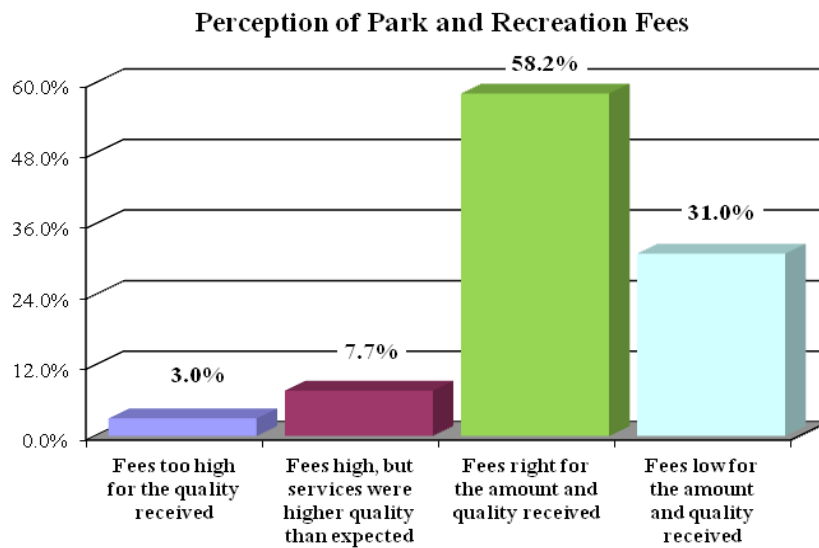
Users rated their experience with our park system as 94.8% excellent or good. (This was rated 93.1% excellent or good in Fiscal Year 2012.)



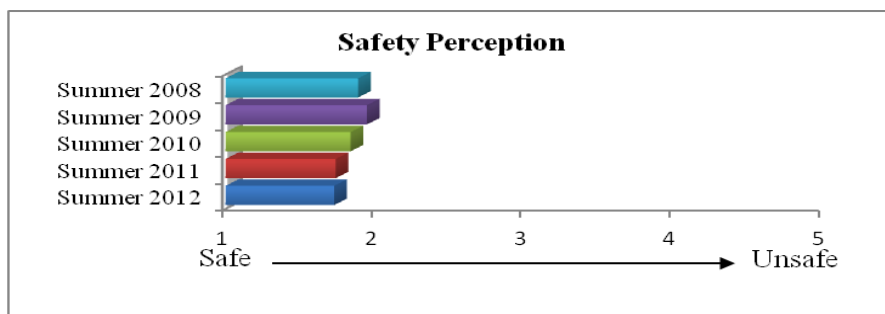
Our programs were rated 95.3% excellent or good and facilities were rated 95.8% excellent or good. Park and Recreation staff was rated as 98.3% courteous, 99.1% helpful, and 98.4% professional in appearance.



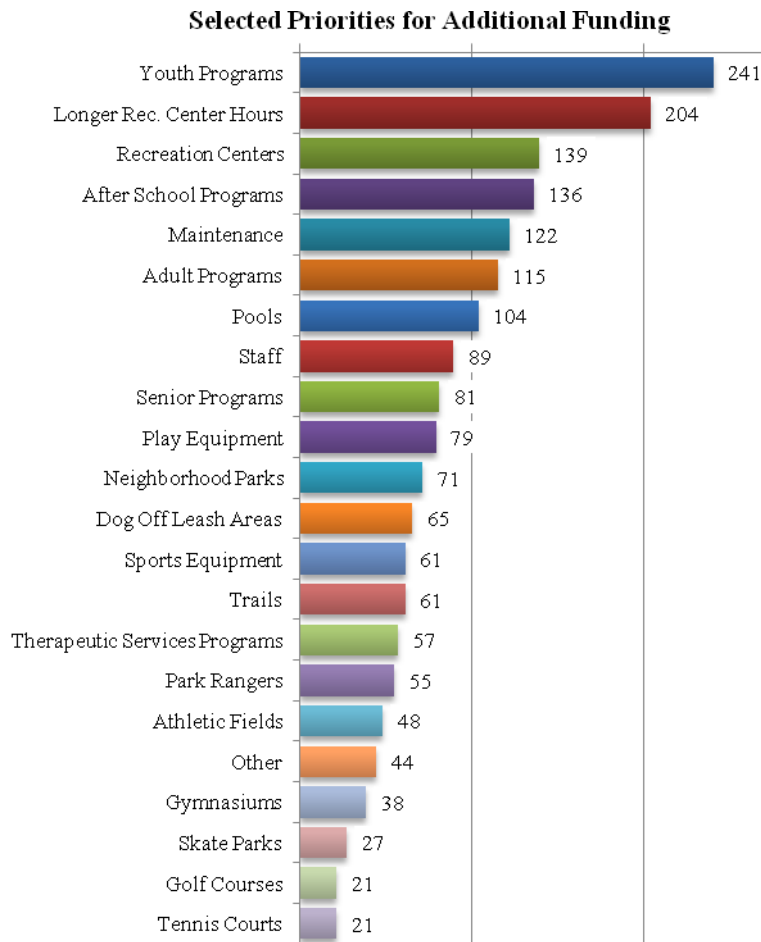
Park guests were asked if they would support an increase in park user fees to maintain current service levels. Fifty-six percent of the respondents answered yes. There were 58.2% of the respondents who felt the fees they pay currently were the right amount for the quality of services received for that 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 1.73 which is nearly the same as last year’s survey results. 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; After School Programs; and Maintenance.



The Fiscal Year 2014 Customer Satisfaction Survey is tentatively scheduled for distribution in August and September of 2013. Results should be available the beginning of the calendar year 2014.

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

Prepared by: Patty Jencks
Supervising Management Analyst

SLM:PDJ