



# REPORT

## THE CITY OF SAN DIEGO TO THE PARK AND RECREATION BOARD

DATE ISSUED: April 21, 2014 REPORT NO. 202  
ATTENTION: Park and Recreation Board Agenda of May 15, 2014  
SUBJECT: Park and Recreation Department Fiscal Year 2014 Customer Satisfaction Survey Results

### SUMMARY

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

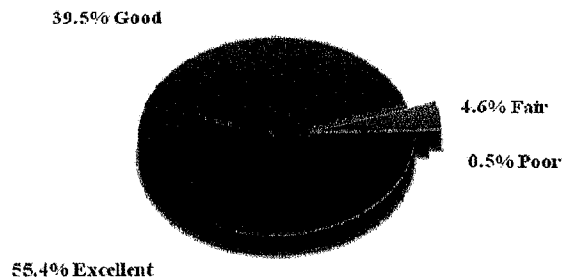
### BACKGROUND

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

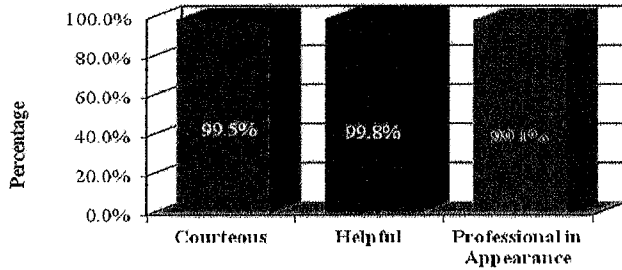
Results from the Park and Recreation Department's Fiscal Year 2014 Customer Satisfaction Survey have been completed. Nine hundred and seven (907) park users were surveyed in August and September of 2013 at various park sites throughout the City. A brief summary of the results is included in this report.

Users rated their experience with our park system as 94.9% excellent or good. (This was rated 94.8% excellent or good in Fiscal Year 2013.)



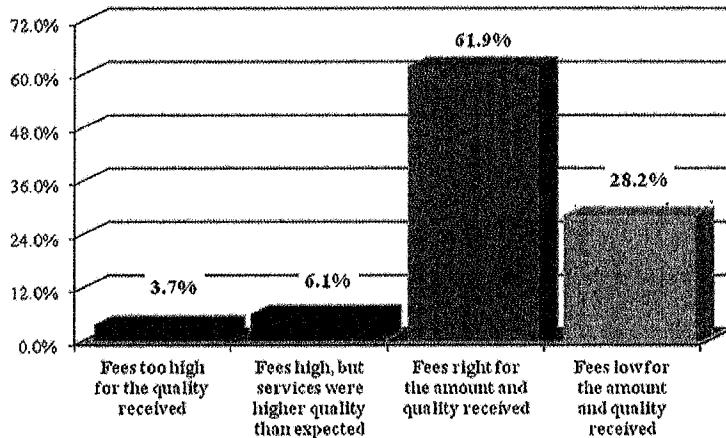


Our programs were rated 92.4% excellent or good and facilities were rated 95.0% excellent or good. Park and Recreation staff was rated as 99.5% courteous, 99.8% helpful, and 99.1% professional in appearance.

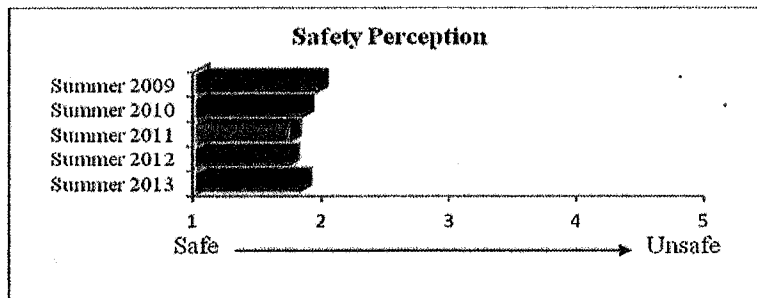


Park guests were asked if they would support an increase in park user fees to maintain current service levels. Fifty-seven percent of the respondents answered yes. There were 61.9% of the respondents who felt the fees they pay currently were the right amount for the quality of services received for that fee.

Perception of Park and Recreation Fees

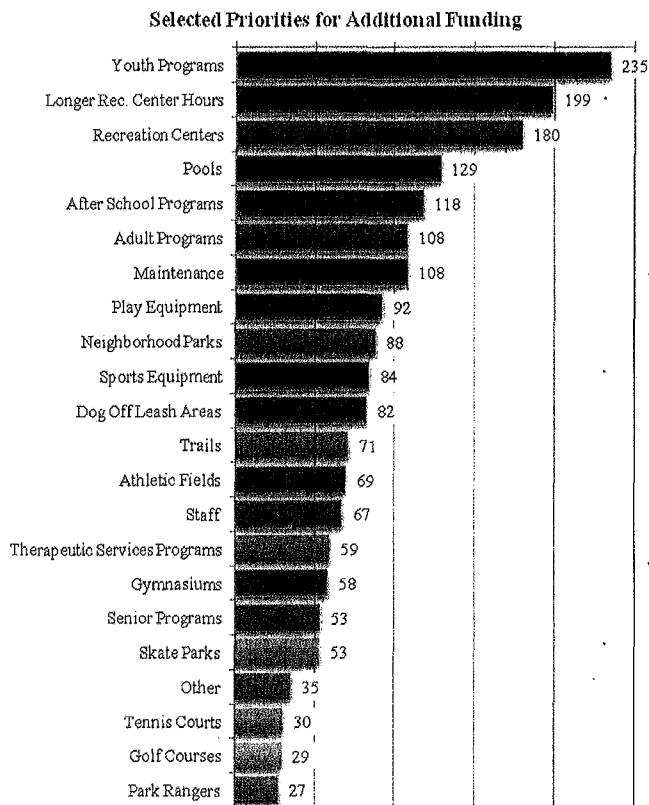


Customers were asked to rate their feelings of safety in park and recreation areas on a scale of 1 to 5. The **lower** the rating number, the **safer** they felt. Overall they found themselves to be safe in park and recreation areas with an average rating of 1.82 which is slightly higher than last year's 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. The top five answers in order of preference were: Youth Programs; Longer Recreation Center Hours; Recreation Centers; Pools; and After School Programs.



The Fiscal Year 2015 Customer Satisfaction Survey is tentatively scheduled for distribution in August and September of 2014. Results should be available the beginning of the calendar year 2015.

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

Respectfully submitted,

Andrew Field  
Interim Park and Recreation Director

Prepared by: Patty Jencks  
Supervising Management Analyst

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# Park and Recreation



## FY 2014 CUSTOMER SATISFACTION SURVEY RESULTS

### Survey Overview



- Customer Satisfaction Surveys Conducted Annually in August and September
- Survey Collection Focuses on Park Users

## FY 2014 Survey Results

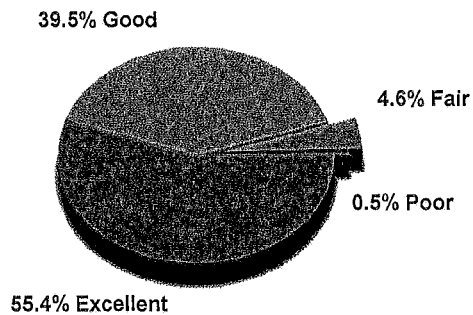


- Surveys were collected at 41 different sites throughout the City
- 907 Park users completed surveys
- Survey results consistent with prior years
- Various results highlighted in this presentation

## Park System Rating



**94.9% Excellent or Good Rating for the Park System**

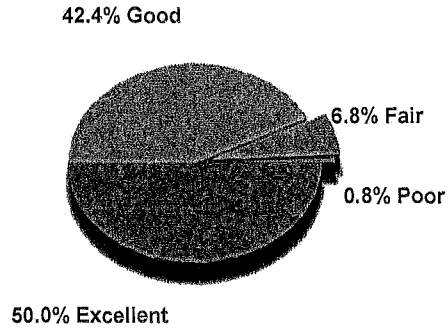




# Overall Program Rating



**92.4% Excellent or Good Rating for Programs**

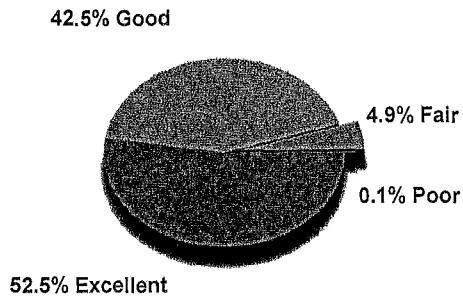


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# Overall Facility Rating

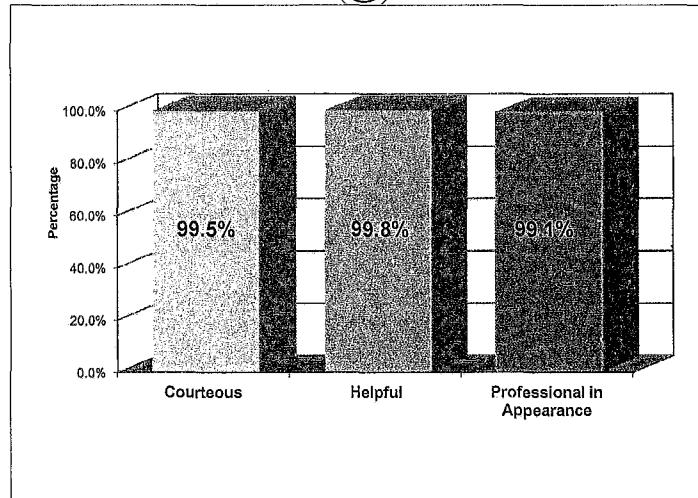


**95.0% Excellent or Good Rating for Facilities**

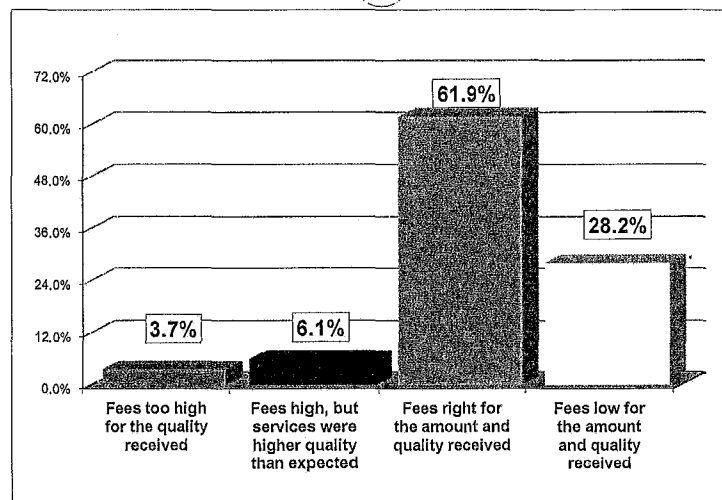


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## Satisfaction with Park and Recreation Staff

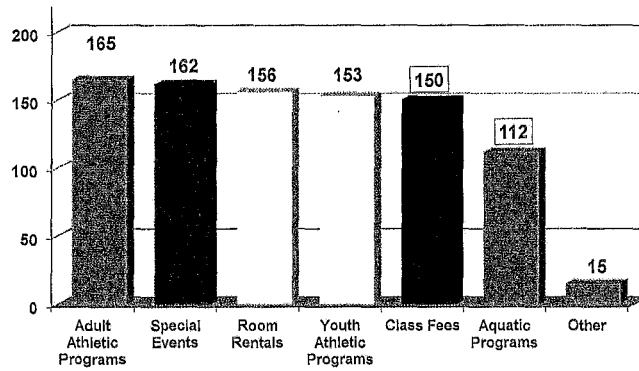


## Perception of Fees



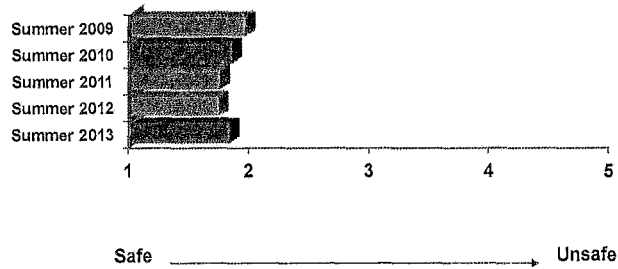
# Perception of Fees

Support Fee Increases in These Areas in Lieu of Reductions



# Perceived Safety at Park and Recreation Areas

Safety Perception



## **“Very Important” Program Ratings**



### **Top 5 Selections:**

- ✱ • Free Parking at Parks
- Youth Programs
- Teen Centers
- Summer Day Camps
- Trails

## **Top Five Priorities for Additional Funding**



- More Youth Programs
- Longer Recreation Center Hours
- More Recreation Centers
- ✱ • More Swimming Pools
- More After School Programs

**FY 2014 Customer Satisfaction Survey Results**



Questions?

