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2017 OPERATING BUDGET BRIEFING NOTE

Recent Client Survey Evaluations

Issue/Background:

- This briefing note responds to Budget Committee motion 28.1 #7 (c), adopted on December 20, 2016 requesting the General Manager, Parks, Forestry and Recreation (PF&R) to provide a briefing note on any client use surveys performed in the last two years to review and evaluate service quality.
- PF&R aligns its customer service improvement efforts with the corporate initiative "At Your Service", which is focused on continuous improvement toward service excellence. In addition, the Recreation Service Plan's guiding principles include "Quality", referring to customer service excellence and positive user experience, in relation to recreation programs and services.
- PF&R continues to leverage client survey feedback in order to evaluate the public's service experience by measuring programs, services and facility satisfaction.

Key Points:

- In 2015 and 2016, PF&R conducted a number of client use surveys focusing on quality of service with approximately 10,000 responses received.
- These client surveys evaluated satisfaction and service quality with PF&R's programs and services such as: PF&R's Public Opinion Survey, Summer Camps, After-School Recreation Care, Enhanced Youth Spaces, Aquatic and Fitness Programs, PF&R Permits and Facilities Management.
- Appendix A provides an overview of surveys conducted in 2015 and 2016 related to service quality and customer satisfaction.
- Overall, in relation to service quality, over 80% of respondents indicated their satisfaction with PF&R's programs and services. Constructive feedback received focused primarily on the need for service standardization, consistency and equitable distribution of programs and services across the City, as well as improvements to facilities.
- Highlights of the surveys include:
 - PF&R's Public Opinion Survey (currently conducted by Ipsos Reid on behalf of the City) is an annual survey for the Program and has been ongoing for 10 years. Nearly all (96% of respondents) believe parks and recreation services are important to their personal quality of life and 91% of residents who have recently visited a community centre say they are likely to recommend to a friend to visit a community centre.

- 87% of parents and caregivers reported that overall the City's Summer Camps meet their expectations and 88% would recommend the Summer Camp to a friend or family member. In addition, 27% expressed constructive feedback about the need for improved camp communications, field trips, and facility issues.
 - 97% of parents and caregivers responded that the Afterschool Recreation Care (ARC) is important to them and 94% of respondents indicated overall satisfaction with the program.
 - For PF&R Permits, 93% of respondents stated that they would recommend a PF&R permit to a friend or family member.
 - 91% of the users of the City's Enhanced Youth Spaces reported that the design of the space is youth friendly and welcoming, while 81% of respondents stated that they visit Enhanced Youth Spaces at least 2 days per week.
 - 96% of respondents reported that City Aquatic Programs are important to them and 86% were satisfied with the City's overall aquatic program quality. The majority of respondents seeking improvements focused on the need for more consistency in facility and equipment quality, and many provided facility-specific program feedback.
 - Satisfaction survey related to custodial services indicated 80% satisfaction with the overall quality of services provided by PF&R within facilities. Suggestions for improvements to facilities included cleanliness, signage, furnishings and equipment.
 - PF&R is conducting other surveys that are currently underway, including HIGH FIVE Quality Assurance and Registration—"Making it Better". Results from these surveys will be analyzed in 2017.
- In addition, PF&R conducted other non-service-quality related surveys in 2015 and 2016 that focused on planning and development of facilities, service strategies and long-term infrastructure planning, namely the PF&R Facilities' Master Plan, Tennis Excellence Strategy, City of Sports- Sports Plan, Basketball Development Strategy, Skateboard Strategy and future Community Centres' Design and Development engagement efforts.
 - PF&R's civic engagement efforts will continue into 2017 and beyond, as the Division seeks to elicit feedback from its stakeholders, in an effort to measure and evaluate quality of programs, services and facilities within PF&R.

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Date: January 12, 2017

Appendix A: Overview of customer service and quality satisfaction surveys conducted in 2015 and 2016

PFR Survey	Service Focus	Year Conducted	Total Respondents	Respondents / Target Audience
2006 to 2016 PFR Public Opinion Survey (conducted externally)	Parks, Forestry and Community Recreation	2006 to 2016	500 to 1000 annually	Toronto Residents
Summer Camps -2015	Community Recreation	2015	825	Parents and Caregivers of Child Participants
Afterschool Recreation Care Surveys: Parent, Partners, Staff	Community Recreation	2015	340	Parents and Caregivers of Child Participants
Youth Spaces User Survey	Community Recreation	2015	115	Enhanced Youth Space Users
PFR Permits Customer Service Satisfaction Survey	Parks and Community Recreation	2015	125	PFR Permit Clients
CR Facilities Management - Custodial Service Customer Satisfaction Survey	Community Recreation - Facilities	2015	1100	PFR Permit Clients
Toronto Aquatics Program User Customer Satisfaction Survey	Community Recreation	2015	777	Program and Facilities Users and Toronto Residents
Toronto Community Tennis Court User Survey	Parks and Community Recreation	2015	1982	PFR Permit Clients and Toronto Residents
Toronto Fitness Services Survey	Community Recreation	2016	1000	Program and Facilities Users and Toronto Residents
After School Recreation Program Evaluation-Parents & Caregivers	Community Recreation	2016	66	Parents and Caregivers of Child Participants
After School Community Recreation Program Evaluation-Child Participants	Community Recreation	2016	242	Child Participants in ARC Programs
Youth Spaces User Survey	Community Recreation	2016	266	Youth Space Users
Permit Review Survey for Permit Clients-	Parks and Community Recreation	2016	1500	PFR Permit Clients
Registration-Making it Better	Community Recreation	2016	1065	Recreation Program Registration Clients