TORONTO

User Advisory Group - Meeting #4
Metro Hall – September 21, 2019
Summary of Input

About this Document

This document is a summary of the input and feedback received at the fourth User Advisory Group (UAG) meeting. It is intended to be an accurate record of the UAG's discussion. It does not represent the recommendations or findings of the UAG or the Project Team. This document was shared with UAG members for review and feedback before being finalized.

Executive Summary

The UAG is a representative group of 20 randomly selected Parks, Forestry and Recreation (PF&R) users. The purpose of the UAG is to gather in-depth user feedback to shape PF&R's new registration and facility booking system.

The fourth UAG Meeting took place between 10 A.M. and 3 P.M. on September 21, 2019 at Metro Hall. The topics of discussion for the meeting were learning, evaluation and memberships. 15 UAG members attended.

This summary document has 4 sections, reflecting the structure of the UAG meeting:

1. Learning: How it Works Today

2. Learning: Designing the Ideal Set of Tools

3. Reimagining the Evaluation and Feedback Process

4. Fitness memberships Group Discussion

Within each section, we highlight key themes from the discussion.

1. Learning: How it Works Today

UAG members were divided into two groups and asked to provide feedback on some of the tools PF&R currently uses to help residents learn to register for programs.

This section summarizes the feedback they provided about each tool.

— At the outset of the discussion, members were asked to describe how they first learned to register for recreation programs.

— Some members identified that they first learned to register by calling PF&R to learn about the process. In some cases, members were directed to call by immigration organizations or staff inside community centres. In other cases, members reported that calling to seek out information felt like an intuitive first step.

— Other members noted that they learned through trial and error and internet research.

Toronto.ca Registration Instructions

— Breakout Group #1 was asked to react to the program registration instructions on Toronto.ca.

— None of the members had previously used this learning tool and many were surprised to learn that these instructions were available.

— There was consensus amongst members that the instructions were not very useful. Members noted that the instructions were too long and that the amount of information was overwhelming.

— Members suggested that a simpler, shorter FAQ page would be more user-friendly.

Registration Reminder Card and How to Register Online: Helpful Hints Document

— Breakout Group #1 was also asked to react to two other PFR learning tools: registration reminder cards and the How to Register Online: Helpful Hints document.

— Some members were familiar with the registration reminder cards.

— When asked to react to the cards, there was a consensus that members prefer to avoid paper-based tools and that these would not be particularly useful.

— No members were familiar with the 'How to Register Online: Helpful Hints' document.

— There was consensus within the group that the tool was "intimidating, daunting and not inviting."

— Some members identified that the tool could be improved by keeping information concise and using simple, accessible language.

FUN Guide Registration Instructions

— Breakout Group #2 was asked to react to the registration instructions included in the FUN Guide.

— Despite the fact that this tool is part of the FUN Guide, most members were not aware of it and had not seen it before.

— There was consensus within the group that this tool was very helpful, intuitive and clear, and that it would be a valuable learning tool for anyone looking to register for programs.

— In terms of constructive feedback, members noted that PF&R should work to raise awareness of this tool.

— Some members suggested that this section of the FUN Guide should be distributed as a standalone document, and that PF&R should work to circulate it widely ahead of registration day.

## 2. Learning: Designing the Ideal Set of Tools

As a group, UAG members were asked to discuss how they prefer to learn and to identify tools that would help residents learn to use the new registration system. Members completed a dot voting exercise to identify their top three preferred learning tools, and then engaged in a discussion about how to make these tools as impactful and effective as possible.

This section includes a summary of the results of the dot voting exercise, as well as feedback about the three most popular tools.

Figure 1: Preferred Learning Methods

UAG members identified their top three preferred methods for learning how to use the new PF&R registration system.
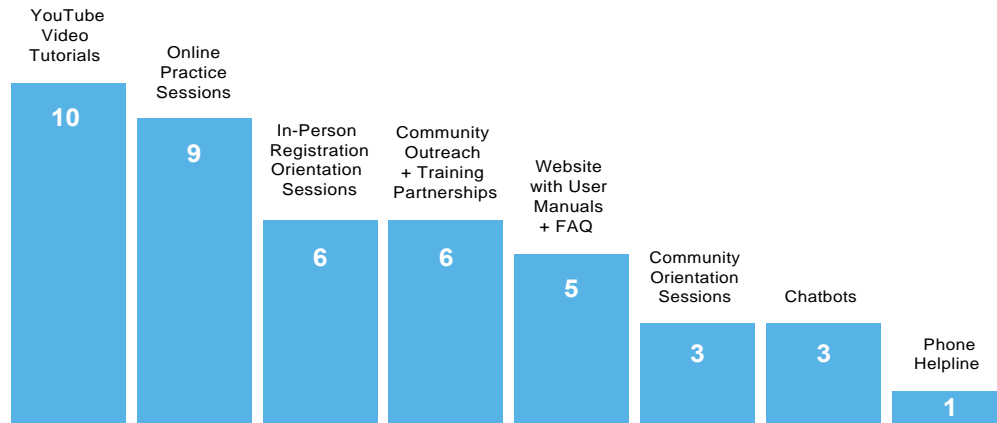
— Youtube Video Tutorials were the most popular learning tool identified.

— Members noted that in order to be effective, videos should be kept short. A length of 1-2 minutes is ideal.

— They noted that video content should be broken down into a series of short modules that correspond to different steps in the registration process.

— Online Practice Sessions were the second most popular learning tool identified.

— This tool refers to on-demand practice sessions where the user can navigate through the registration process as if it is registration day, and access tips and information along the way.

— Members noted that this content should be interactive and available anytime. They also identified that a short "cheat sheet" could be provided after the session to summarize the practice content and the steps in the registration process.

— In-Person Registration Orientation Sessions were identified as another useful tool. This tool refers to hosting in-person sessions at PF&R community centres where users can learn how to use the new system directly from PF&R staff.

— Members noted that these sessions should offer users a chance to practice using the new system in a supportive environment. They shared that having PF&R staff on hand to answer questions and troubleshoot issues would add value.

3. Reimagining the Evaluation and Feedback Process

UAG members were asked to discuss the topic of evaluation. Members were asked to describe how they would like to share feedback and interact with PF&R in an ideal future state.

This section provides an overview of the feedback UAG members shared on the topic of evaluation.

⎯ Members shared that they are more likely to respond to simple, quick requests for feedback than in-depth surveys. They noted that the feedback requested by PF&R should be straightforward and unambiguous.

⎯ Members shared ideas for what an effective evaluation tool could look like, such as providing a 1 to 5 star rating and completing an optional comment box.

⎯ Most members identified a preference for providing feedback online. Some suggested that they could be prompted to give feedback while they are logged in to their PF&R registration account. Members noted that they do not want to be contacted over the phone to provide feedback.

⎯ The majority of members noted that they want to share feedback immediately after service delivery, when their experience is fresh in their mind. They suggested that an automatically generated email could be sent after their program concludes, and they could be prompted to complete a feedback form.

⎯ Members noted that it is important to them that feedback be directed to the appropriate decision makers, and that they have an understanding of how their feedback will be actioned.

4. Fitness Memberships Group Discussion

UAG members were asked to share feedback about how PF&R's fitness membership offerings could be improved.

This section provides an overview of the feedback UAG members provided during the group discussion.

⎯ Members were asked if they were aware of PF&R fitness memberships and whether they had used them. The majority of members were aware of this offering but only three members had used PF&R fitness memberships.

⎯ Several other members also had experience with private and non-profit fitness memberships.

⎯ When asked to identify what they look for in a fitness membership and facility, many members identified cost effectiveness as their main consideration.

⎯ They also identified other important factors such as amenities, classes, equipment, hours of operation, convenient locations and family-friendly programming.

⎯ Other differentiators that members identified included qualified and helpful staff, promotions (e.g. one month free), membership trial periods, women-only classes or weight rooms, good air quality and cleanliness and no pressure to purchase additional services like personal training.

⎯ When asked what PF&R could do to make fitness memberships more appealing, members noted that offering memberships at a competitive price, investing in qualified, helpful staff, creating a welcoming and inclusive environment and offering clean, up to date facilities were all important avenues to pursue.