

Digital Citizen Advisor Survey Summary

This report summarizes the information gathered from Digital Citizen Advisors for the fourth Registration and Booking Transformation survey. Visit the [project's web page](#) for summaries of feedback provided by the User Advisory Group and previous Digital Citizen Advisor surveys.

Engagement Method

A total of 126 Digital Citizen Advisors provided input by completing an online survey between September 26 and October 7, 2019. The survey focused on feedback preferences, learning tools and fitness memberships.

Results

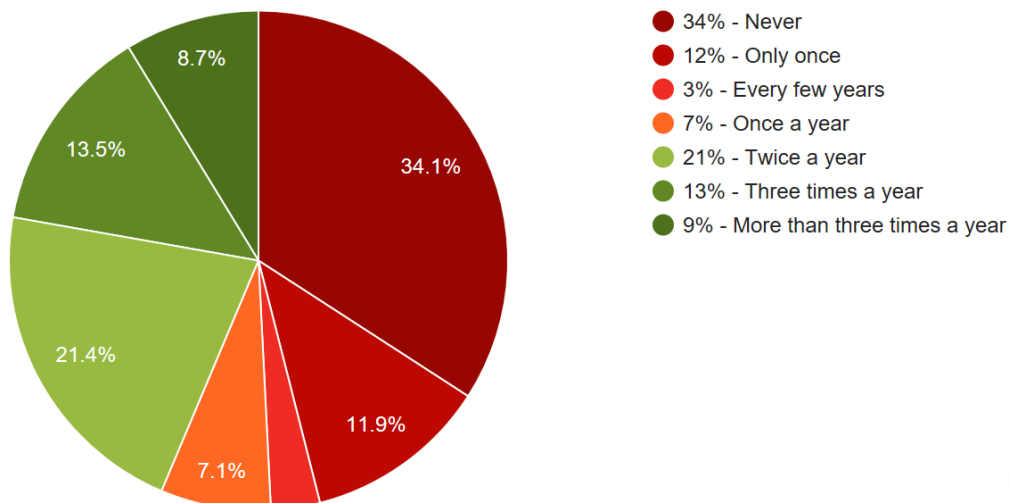
Digital Citizen Advisors were asked 12 questions related to how they would like to provide feedback on services, tools that could help with learning how to use the new registration and booking system, and fitness memberships.

The three sections below summarize the feedback from Digital Citizen Advisors. Qualitative responses are not included in this report due to length.

Section 1: Feedback

Digital Citizen Advisors were asked various questions related to feedback preferences, including preferences for when and how to provide feedback.

Figure 1: Have you registered for a City recreation program, either for yourself or a family member (e.g., your children) within the last five years



n=126

Figure 2: How have you provided feedback on City recreation programs or facilities?

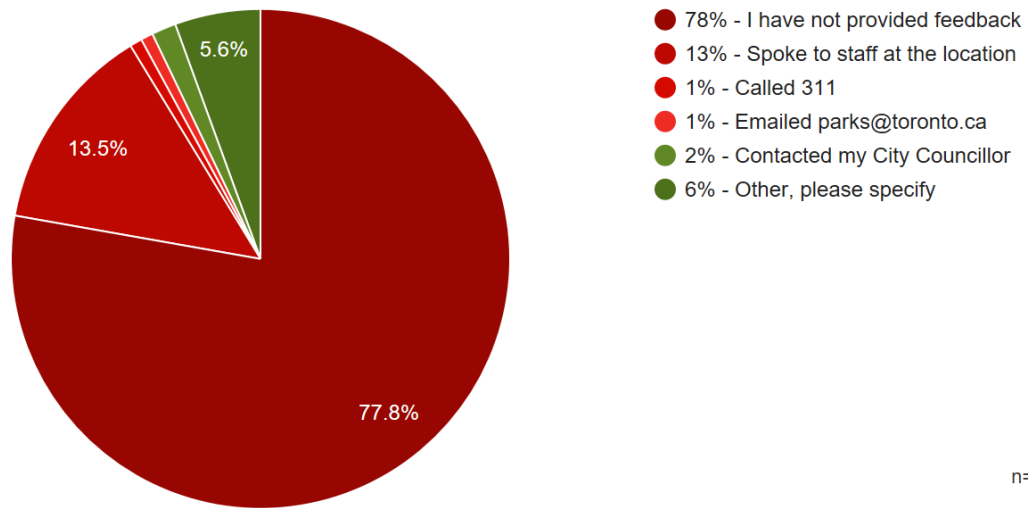
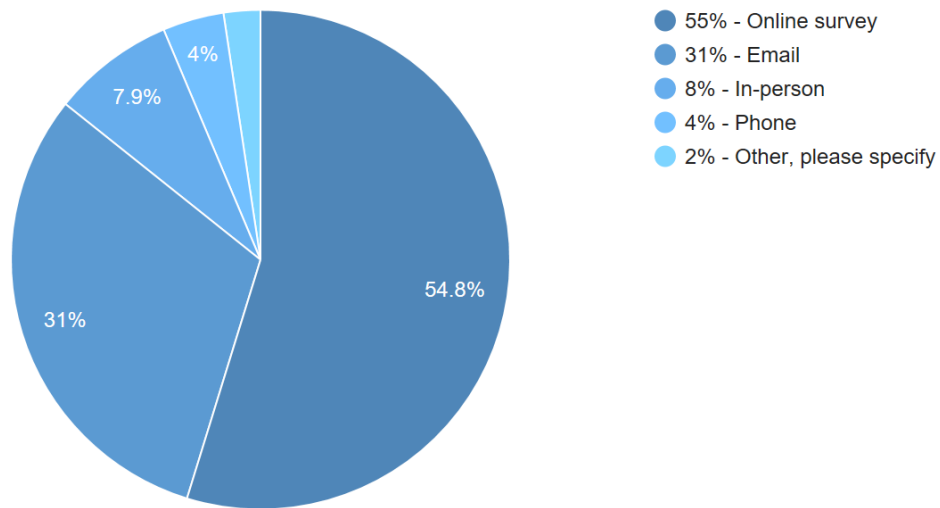



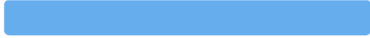




Figure 3: How would you prefer to provide feedback after taking part in a City recreation program or accessing a facility?



Section 2: Learning

Digital Citizen Advisors were asked various questions related to tools and tactics that could help in learning how to use the new registration and booking system. There were two questions asked regarding learning, one qualitative and the other quantitative. Qualitative responses are not provided due to length.

Figure 4: Which of the following tools would help you learn to use the new registration and booking system? Select all that apply.

Response	Total	% of responses	%
Step-by step instructions on toronto.ca	101		84%
YouTube video tutorials	79		66%
Phone helpline	31		26%
In-person registration orientation sessions	18		15%
Community outreach and training partnerships	17		14%
Other, please specify	10		8%

Section 3: Fitness Memberships

Digital Citizen Advisors were asked various questions related fitness memberships, including program specific and accessibility related questions.

Figure 5: Have you ever used City fitness memberships?

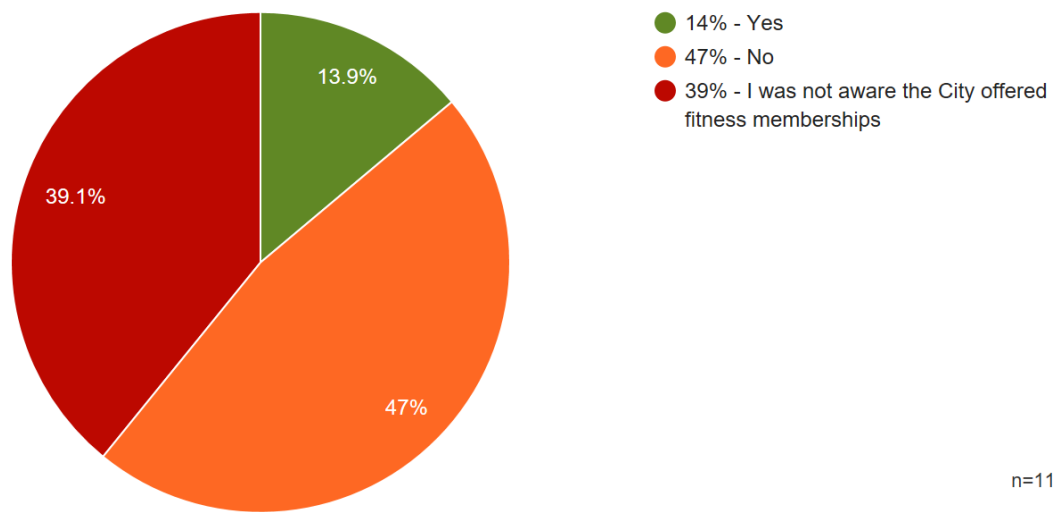


Figure 6: If you have used City fitness memberships in the past or currently hold a membership, how did you learn about the various memberships offered?

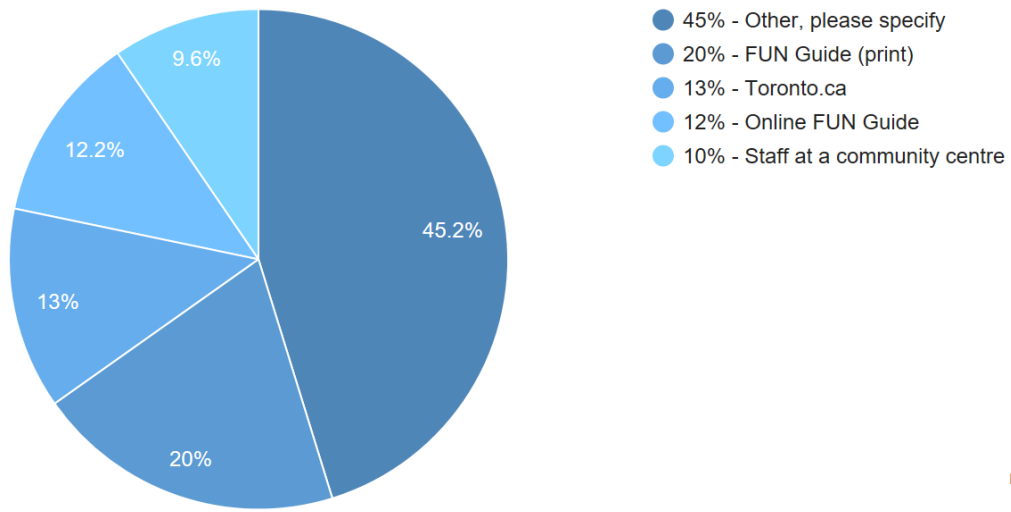


Figure 7: What membership length works best for you? Select all that apply.

Response	Total	% of responses	%
Monthly	65	<div style="width: 57%;"></div>	57%
Seasonal (every three months)	37	<div style="width: 32%;"></div>	32%
Yearly	28	<div style="width: 24%;"></div>	24%
Weekly	17	<div style="width: 15%;"></div>	15%
Every six months	17	<div style="width: 15%;"></div>	15%
Other, please specify	12	<div style="width: 10%;"></div>	10%