

WHAT YOU NEED TO LEARN

Customer Service

- Is my agency staff delivering a high-quality customer experience?
- Are users able to find what they are looking for on the agency website, at recreation center, in another park facility, etc.?
- Would users recommend your agency to family, friend or neighbor based on their experience?

POTENTIAL ACTIONS BASED ON SURVEY FEEDBACK

Staff:

- Enhance customer experience training for your agency's staff; empower staff to address customer service issues
- Provide staff with answers to frequently asked questions
- Update policies/procedures
- Ensure facility signage and staff language skills can serve residents for whom English is not their first language

Quality and Impact of Facilities, Programs and/or Parks

- Are amenities/programming meeting residents' needs?
- What improvements/changes could lead to greater usage/participation
- Are any desired programming and/or amenities missing from the agency's current offerings?

Facilities:

- Identify easy to address "low-hanging fruit" issues from the feedback (e.g., restroom cleanliness)
- Use feedback to inform long-term planning/funding (e.g., refurbishing playground equipment or basketball courts)

Programs:

- Address quality of instruction and/or leadership of programming in question
- Change schedule of programming/facilities
- Update messaging/advertising around facilities, programs, and and/or parks that need more promotion

Parks:

- Address safety concerns
- Address access issues
- Make changes to in-park programming
- Improve park amenities (e.g., playground equipment, dog parks)