

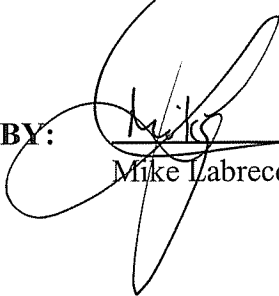
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Halifax Regional Council
October 21, 2003

TO: Mayor Kelly and Members of Halifax Regional Council

SUBMITTED BY: 
Mike Labrecque, Director, Real Property & Asset Management

DATE: October 15, 2003

SUBJECT: Athletic Field Customer Satisfaction Surveys

INFORMATION REPORT

ORIGIN

In keeping with the Corporate Scorecard initiative, customer focused service delivery and continuous quality improvement are two of the themes identified within Real Property and Asset Management's 2003/04 business plan. Athletic field surveys for both ball diamonds and sportfields is the first customer feedback initiative to be implemented on a wide scale basis.

BACKGROUND

Surveying athletic facility user satisfaction with respect to programs, services, and facilities is a critical step in determining the gap between the service HRM is providing and the expectations of the customer. By identifying the areas where the gap is greatest, HRM can focus its efforts and resources to make improvements to the level of services being provided. Without determining the level of satisfaction of users, the efforts of improvement may not be focussed in the correct area thereby minimizing the impact of the efforts.

Athletic field users were targeted for input on this initial endeavour to seek customer input due predominantly to the fact that these users have set parameters within their sport that allow them to determine if the facility they use and the resulting services they receive meet the requirements for their sport. The timing of the completion of the outdoor season facilitates the planning process for the following season. Any recommendations that arise from the surveys can be implemented prior

to the next season in a well planned and appropriate manner.

Although some users do provide feedback, it is not always constructive or directed enough to be of assistance in determining the path that should be taken to improve the service, which will have an inevitable impact on the condition of the facilities. In order to actually begin to provide the service that the user expects or wants or even deserves, it is imperative to determine what the user thought of the services they received and facilities they used. The users of our facilities are our best resource to identify the successes and the critical focus areas.

It is also important to let the user know that their opinion is valued and that their comments are valuable to the organization. Soliciting their feedback is the first step to demonstrate their value. Actually implementing an improvement program based on their opinions on a global perspective not only demonstrates HRM's commitment to improve service but it strengthens the relationship between those involved in all aspects of service delivery and the client.

DISCUSSION

The user satisfaction surveys (see attachments 1 and 2) have been circulated to all the users of ball diamonds and sportfields for the 2003 season. This information will establish a benchmark for service delivery from which we can initiate program, facility, and service improvements. By focusing the user to comment on questions or opinions in key areas, HRM is able to collect useful data that will allow for resources and efforts to be focused on areas that the user has identified as not satisfactory in their opinion. In order to improve, it is vital for HRM to know where we stand in our users minds.

There are essentially four key areas respecting maintenance services where feedback is being requested. The user's level of understanding regarding the maintenance standards needs to be established. Do the users know that the facilities are to be maintained to a particular set of standards, do they agree with the level of maintenance being provided, are the facility conditions conducive to play and reflective of these standards, and can they identify areas where the standards should be changed to better meet their or their sports needs. In addition, they will identify areas of service improvement from a scheduling perspective.

The survey results will be compiled into one overall report identifying the outcome data in statistical format as well as outlining the comments provided by the users on the returned surveys. The users will all be provided with a copy of the final report consisting of the results combined with an outline of where the resources efforts will be placed by identifying three to four key result areas to focus on in the 2004 outdoor season.

BUDGET IMPLICATIONS

There are no budget implications at this time.

FINANCIAL MANAGEMENT POLICIES / BUSINESS PLAN

This report complies with the Municipality's Multi-Year Financial Strategy, the approved Operating, Capital and Reserve budgets, policies and procedures regarding withdrawals from the utilization of Capital and Operating reserves, as well as any relevant legislation.

ALTERNATIVES

There are no alternatives.

ATTACHMENTS

Attachment 1 – Athletic Field User Satisfaction Survey - Sportfields

Attachment 2 - Athletic Field User Satisfaction Survey - Ball Diamonds

Additional copies of this report, and information on its status, can be obtained by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

Report Prepared by: Erin Flaim/Service Delivery Coordinator 490-5713

Report Reviewed/Approved by:  490-6205
Doug Rafuse, Manager, Service Delivery

Attachment 1 – Athletic Field User Satisfaction Survey - Sportfields

Athletic Field User Satisfaction Survey - Sportfields

Real Property and Asset Management’s Sportfields and Playgrounds division provides maintenance and scheduling services for all HRM owned and operated athletic fields (sportfields and diamonds). The staff are committed to the continuous improvement of its products and services and want your comments to help identify the level of service currently provided and to provide the basis to improve services for the following season. Please take the time to complete this survey. Your comments are appreciated and you will be provided with both the survey results and with a document outlining the processes that will be implemented to improve product and service quality.

1. Please use the indicated categories to reflect your level of satisfaction with the following:

	<u>Excellent</u>	<u>Very Good</u>	<u>Good</u>	<u>Fair</u>	<u>Inadequate</u>
Grass height at a playable condition for your sport	5	4	3	2	1
Turf coverage at goal mouths and mid-field adequate for play	5	4	3	2	1
Field prepared to a safe level of play for your sport	5	4	3	2	1
Field markings visible and complete for your sport	5	4	3	2	1
Overall field maintenance adequate for play	5	4	3	2	1
The site was clean and free of any garbage and debris	5	4	3	2	1
Site amenities (bleacher, etc.) were safe and in good condition	5	4	3	2	1
Site fencing a safe distance from field of play	5	4	3	2	1
Communication regarding status of request	5	4	3	2	1
Request for facility use was met as requested	5	4	3	2	1
Facility scheduling customer service at time of booking	5	4	3	2	1

2. In your opinion are the user fees charged for the facility(ies) you use reflective of the facility’s condition?

3. To what extent do you agree with the following statement:

The condition of athletic fields has improved over the last two years

Strongly agree Agree No opinion Disagree Strongly Disagree

Comments: _____

4. a) Were you kept up to date with the status of your request and provided alternatives when the site requested was not available? _____

b) What improvements would you like to see to the facility booking service? _____

Over →

5. a) Have you accessed the HRM web page (www.halifax.ca) for any information regarding athletic fields?
 N Y, If yes, please indicate your satisfaction with the following:

	Excellent	Very Good	Good	Fair	Inadequate
The site was easy to access	5	4	3	2	1
The information provided was accurate	5	4	3	2	1
The information provided was easy to understand	5	4	3	2	1
Fields conditions site was up to date and accurate	5	4	3	2	1
Information needed was found on the web page	5	4	3	2	1
The look of all aspects of the web page is professional	5	4	3	2	1

- b) What would you like to see on the web page that would improve this service?

7. Please If you would you use the following if they were provided on the web?

- Improved facility conditions update
- Athletic field service levels and standards of maintenance
- Facility fee rates
- On-line facility application process
- Facility locations and directions
- Facility opening and closing dates
- On-line facility availability search once season starts

8. Are you aware that HRM maintains its athletic fields to standards set according to facility classification?
 N Y If yes, how do you know about this service level?

If no, what would be the best way to communicate this information to you?

- League/club/organization/team representative
- Web page
- Mail out upon request for information
- Other: _____

9. What improvements would you like to recommend that would improve your satisfaction with HRM athletic fields? _____

Please provide any additional comments, suggestions or recommendations you may have: _____

Optional (but appreciated):

League/User: _____ Contact Name: _____

Attachment 2 - Athletic Field User Satisfaction Survey - Diamonds

Athletic Field User Satisfaction Survey - Ball Diamonds

Real Property and Asset Management’s Sportfields and Playgrounds division provides maintenance and scheduling services for all HRM owned and operated athletic fields (sportfields and diamonds). The staff are committed to the continuous improvement of its products and services and want your comments to help identify the level of service currently provided and to provide the basis to improve services for the following season. Please take the time to complete this survey. Your comments are appreciated and you will be provided with both the survey results and with a document outlining the processes that will be implemented to improve product and service quality.

1. Please use the indicated categories to reflect your level of satisfaction with the following:

	<u>Excellent</u>	<u>Very Good</u>	<u>Good</u>	<u>Fair</u>	<u>Inadequate</u>
Grass height at a playable condition for your sport	5	4	3	2	1
Infield product acceptable for the level of play for play	5	4	3	2	1
In-field prepared to a safe level of play for your sport	5	4	3	2	1
Field markings visible and complete for your sport	5	4	3	2	1
Distances of pitching rubber and bases appropriate for play	5	4	3	2	1
Overall field maintenance adequate for play	5	4	3	2	1
The site was clean and free of any garbage and debris	5	4	3	2	1
Site amenities (bleacher, etc.) were safe and in good condition	5	4	3	2	1
Site fencing (if provided) at appropriate distances for play	5	4	3	2	1
Communication regarding status of request	5	4	3	2	1
Request for facility use was met as requested	5	4	3	2	1
Facility scheduling customer service at time of booking	5	4	3	2	1

2. In your opinion are the user fees charged for the facility(ies) you use reflective of the facility’s condition?

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Strongly agree Agree No opinion Disagree Strongly Disagree

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Please provide any additional comments, suggestions or recommendations you may have: _____

Optional (but appreciated):

League/User: _____ Contact Name: _____