



CITY COUNCIL REPORT

July 16, 2007

TO: Phillip L. Nelson, City Manager

FROM: John M. Lamerato, Assistant City Manager/Finance and Administration
Carol K. Anderson, Director of Parks and Recreation

SUBJECT: Troy Community Center Pass Holder Survey Results

Background:

- The Troy Community Center has over 8,000 individual recreation pass holders and sends a customer satisfaction survey to each household. During the 2006 membership period, 272 surveys were returned and the cumulative score indicated that members were highly satisfied with the majority of the areas identified in the survey (See Exhibit).
- The only area to score below 80% was the Hours of Operation for the Pool (76%). Programs such as swim lessons and aqua aerobics require the pool to be closed for open swim and lap swimming activities during many hours the building is open. Despite maximizing the number of hours the pool is open, the only alternative is to expand the pool area to include another body of water that would allow these activities to take place simultaneously. However, the cost for this type of expansion and the location of the pool within the Community Center would make it very costly and complicated.

Financial Considerations:

- Membership fees and daily pass sales are an important part of the Community Center budget as revenue for the 2005-06 fiscal year in this account totaled \$1.6 million. Maintaining high customer satisfaction scores is an indication that members will continue and revenues will be maintained.

Legal Considerations:

- There are no legal considerations associated with this item.

July 16, 2007

To: Phillip L. Nelson, City Manager

Re: Troy Community Center Pass Holder Survey Results

Policy Considerations:

- Survey responders have provided many valuable suggestions and comments regarding Community Center policies and procedures. Staff routinely reviews these responses and determines if they can be implemented in order to improve the pass holder experience at the Community Center.

2006 PASS HOLDER SURVEY RESULTS

Replies: **272**

Head of Household:

Gender: Male: **144** Female: **112**
 Age: 18-29 **15** 30-39 **41** 40-49 **55** 50-59 **62** 60+ **93**

Other family member's ages:

How often do you come to the Center?

1/wk **19** 2/wk **47** 3/wk **77** 4/wk **33**
 5/wk **26** 6/wk **4** Daily **25** x/Month **17**

How long have you been a Pass Holder?

Less than 1 year **12** 1 to 2 years **50**
 2 to 3 years **46** 3 to 4 years **103**

What recreation space in the facility do you use? List in order of usage (1, 2, 3)

Fitness Room #1 **198** Gym #1 **24** Pool #1 **61**
 Fitness Room #2 **22** Gym #2 **43** Pool #2 **54**
 Fitness Room #3 **2** Gym #3 **5** Pool #3 **12**

A. FACILITIES	Not Satisfied	Somewhat Dissatisfied	Satisfied	Above Satisfactory	Highly Satisfied	Total	% Rated 3, 4 or 5
	1	2	3	4	5		
1. How easy was it to enter the Center?	0	4	33	40	186	263	98.48%
2. How easy was it to find your way around the facility?	0	0	35	53	175	263	100.00%
3. Convenience of parking.	0	9	49	73	137	268	96.64%
4. Décor and cheerfulness of the facility.	1	4	40	79	144	268	98.13%
5. Hours of operation (Fitness Room).	6	15	56	49	113	239	91.21%
6. Hours of operation (Pool).	8	26	44	32	36	146	76.71%
7. Hours of operation (Gymnasium)	1	5	25	21	35	87	93.10%
8. Hours of operation (Café)	7	5	31	22	19	84	85.71%
9. Hours of operation (Kids Korner)	0	6	13	11	10	40	85.00%
10. How would you rate the condition of the following areas:							
a. Pool	0	5	28	34	86	153	96.73%
b. Gymnasium	1	3	22	24	64	114	96.49%
c. Locker Rooms	5	13	53	61	98	230	92.17%
d. Fitness Room	3	8	43	68	108	230	95.22%
e. Kids Korner	0	1	7	16	26	50	98.00%
f. Studios	0	5	12	14	36	67	92.54%
g. Café	5	3	26	22	45	101	92.08%

11. Any suggestions for future equipment or services?

12. Comments (describe good or bad):

B. PASS REGISTRATION	Not Satisfied	Somewhat Dissatisfied	Satisfied	Above Satisfactory	Highly Satisfied	Total	% Rated 3, 4 or 5
	1	2	3	4	5		
1. How well were your questions answered?	2	4	54	58	122	240	97.50%
2. Ease of registration and payment process.	3	5	54	50	132	244	96.72%
3. How did you hear about the fitness center?							
4. Comments (describe good or bad):							

C. STAFFING	Not Satisfied	Somewhat Dissatisfied	Satisfied	Above Satisfactory	Highly Satisfied	Total	% Rated 3, 4 or 5
	1	2	3	4	5		
1. Response to concerns/complaints made during your visit.	0	16	51	51	70	188	91.49%
2. Staff knowledge of questions you had.	2	11	63	55	84	215	93.95%
3. Overall supervision of the facility.	1	7	67	65	103	243	96.71%
4. Staff friendliness and helpfulness:							
Front Desk Staff (South Entrance)	1	10	52	72	113	248	95.56%
Building Supervisors	0	3	31	34	70	138	97.83%
Control Desk Staff	1	6	45	51	118	221	96.83%
Aquatic Staff	0	2	31	31	67	131	98.47%
Fitness Room Staff	3	9	48	51	101	212	94.34%
Custodians	1	4	32	38	62	137	96.35%
Personal Trainers	0	2	19	28	64	113	98.23%
Kids Korner Staff	0	1	10	11	20	42	97.62%
5. Comments (describe good or bad):							

D. SPECIAL SERVICES	Not Satisfied	Somewhat Dissatisfied	Satisfied	Above Satisfactory	Highly Satisfied	Total	% Rated 3, 4 or 5
	1	2	3	4	5		
1. Price for a membership?	1	13	91	44	107	256	94.53%
2. Price for a Kids Korner visit?	2	2	11	12	8	35	88.57%
3. Price for locker rental service?	1	4	17	12	11	45	88.89%
4. Price for food in Emerald Cafe?	4	9	36	15	18	82	84.15%
5. Comments (describe good or bad):							

E. PUBLICITY	Not Satisfied	Somewhat Dissatisfied	Satisfied	Above Satisfactory	Highly Satisfied	Total	% Rated 3, 4 or 5
	1	2	3	4	5		
1. Is the Troy Today easy to read and informative?	0	3	59	63	94	219	98.63%
2. How do you rate our newly designed website?	3	3	34	32	31	103	94.17%
a. Easy to access.	2	7	30	37	34	110	91.82%
b. Easy to read and informative.	4	3	32	37	33	109	93.58%
c. Updated on regular basis.	1	3	31	36	30	101	96.04%
3. Is the marquee and plasma screen informative?	1	4	37	27	28	97	94.85%
4. How did you hear about what the recreational services offered at the Center? (Circle all that apply)							
Troy Today	158						
Website	18						
Local Cable	5						
Flyers		12					
Word of Mouth			80				
Troy Gazzette			42				
Other							
5. Comments (describe good or bad):							

F. OVERALL ASSESSMENT	Not Satisfied	Somewhat Dissatisfied	Satisfied	Above Satisfactory	Highly Satisfied	Total	% Rated 3, 4 or 5
	1	2	3	4	5		
1. Overall rating of your visit(s).	0	1	58	55	141	255	99.61%
2. Likelihood you would recommend the Center to others?	0	2	36	55	159	252	99.21%
3. Degree to which our services meet your expectations.	0	5	51	68	130	254	98.03%
4. How do you rate the Policy and Procedures/House Rules?	2	10	60	51	105	228	94.74%
5. Are Policy & Procedures carried out?	4	11	41	56	88	200	92.50%
6. Comments (describe good or bad):							