

City of Coral Springs, FL

Performance Indicator

- Citizen ratings of the quality of parks and recreation programs

For FY 2006, 95 percent of the residents surveyed rated the quality of Coral Springs's parks and recreation programs as excellent or good. For all jurisdictions reporting, the mean and median values were 79 percent and 77 percent, respectively.

Knowing and responding to your customer: it's as easy as 1-2-3!

1. Survey, survey, and survey again
2. Break the results apart and look for trends
3. Change it up!

Data are reviewed as a whole, but also by age group and specific park. By reviewing the data in this manner, the city can better respond to the needs of patron groups.

Survey, survey, and survey again

Point of service surveys coupled with the city's biennial resident survey help Coral Springs stay accountable in its commitment to high-quality parks and recreation programs. To ensure that citizen feedback is solicited regularly, evaluation forms are distributed at all recreation programs. Every quarter department staff administer the surveys in person at sites throughout the city. By doing so, staff have the opportunity to speak with program attendees about their experiences with the city's programmatic offerings, whether they are praiseworthy or need improvement.

Break the results apart and look for trends

Not only does Coral Springs survey residents regularly, but the city also segments the data. Data are reviewed as a whole, but also by age group and specific park. By reviewing the data in this manner, the city can better respond to the needs of patron groups as well as set appropriate staffing and enrollment standards. One input the city relies on heavily in this analysis is revenue, as it is seen as an indicator of satisfaction; the city becomes concerned about customer satisfaction if revenues dip without another explanation such as a decrease in fees charged for specific activities.

Change it up!

The biennial survey provides the city with the opportunity to ask citizens about their perceptions of overall recreation programming, whereas the point of service evaluations allow parks and recreation staff to ask end users about their experiences. By segmenting data and reviewing the data nearly in real time, Coral Springs is positioned to, and frequently chooses to,

Case Profile

Population:

131,257

Square miles:

24

Median household income:

\$63,197

Form of government:

Council-manager



For more information about the practices described in this case study, please contact Rick Engle, director of parks and recreation, at 954/345-2110.

alter programs in response to feedback. If a program is less than favorably received, the city modifies or replaces it. Through a new point-of-service survey, the city then asks attendees to evaluate the new program and modify it further as necessary.