



CITY OF ST. ALBERT
ADMINISTRATIVE BACKGROUNDER

**SERVUS CREDIT UNION PLACE CUSTOMER SATISFACTION
SURVEY RESULTS**

Administration is providing the following Servus Place Customer Satisfaction Survey Results for information.

BACKGROUND:

As a publicly-funded recreational facility, Servus Place has a commitment to gauge customer satisfaction and better understand community needs. The survey data is used to assess service delivery and identify opportunities for improvement.

Biennial research was conducted October 26 – November 13, 2016 and similarly to previous year's surveys, the objectives were to measure:

- Awareness, value and importance of Servus Place membership benefits.
- Usage, satisfaction and importance of Servus Place services and programs; facility feature and attributes; and drop-in and registered programs.
- Perceptions regarding the quality of service provided by Servus Place and suggested changes or improvements.
- Whether the structure of a family membership is reflective of the customer base (new in 2016).

Banister Research and Consulting Inc. received feedback from 810 customers of Servus Place. The results reflect a margin of error no greater than ± 3.3 per cent at the 95% confidence level or 19 times out of 20.

Overall satisfaction with Servus Place remains high, with 94 per cent of patrons expressing satisfaction (very satisfied 25%, satisfied 56% and somewhat satisfied 13%). Results are in line with previous surveys ranging from 94-96% satisfaction.

When asked about annual membership value and benefits, 93% of respondents indicated satisfaction (excellent 32%, very good 40%, good 21%), which is comparable to 94% from the 2014 survey. Results are tied to a host of benefits including having access to other City-owned recreational facilities.

Personal safety within the facility was identified as a key strength with satisfaction at 98% (very satisfied 38%, satisfied 53%, somewhat satisfied 7%). This aligns with our corporate commitment of ensuring all residents live in a safe community.

Satisfaction with the quality of instruction with drop-in programs is on par with the previous surveys at 92%; and registered programs are also on par with the previous survey at 95%.

Respondents rated that staff are polite (94%), helpful (92%), and appear happy at work (90%). Results align with the 2014 rating ranging from 95-97%.

Respondents were satisfied with the overall communication they received from Servus Place with 91% either very satisfied (31%), satisfied (53%), or somewhat satisfied (7%). The Servus Place website and program guide continue to be the top sources of information.

Respondents most frequently used the Landrex Water Play Centre (56%) which is a substantial increase from 29% in 2014; the Christenson Developments Track and Training Centre at 43% (consistent with 2014 at 40%), and Fitness and Wellness Centre at 39% (a substantial drop from 2014 at 57%).

Respondents were also asked which amenities they would like to see improved or changed. The Landrex Water Play Centre was the most often cited amenity (36%) followed by the Fitness and Wellness Centre (28%).

- Landrex Water Play Centre – specific feedback was to add more swimming lanes/have a dedicated lane swimming pool, and expand overall space.
- Fitness and Wellness Centre – specific feedback was to expand overall space, add more fitness/gym equipment, and expand change rooms.

Servus Place continues to serve as a community hub for St. Albert, where residents can gather and socialize as 71% of respondents indicated they visited the facility with other people. This is a substantial increase over 56% from the 2014 survey.

The results of this survey make it very clear that this publicly run facility is meeting the needs of the community and is a destination facility for people of all ages. The Executive Summary can be found on the public website at <https://stalbert.ca/rec/servus-place/facility/community/>.

Moving Forward

In 2017, Recreation and Parks will be conducting an analysis of all survey initiatives, objectives and instruments to develop an overarching public engagement strategy that aligns with the corporate public participation strategy. Throughout this process, it will be determined if the biennial customer satisfaction survey for Servus Place will continue in the current format or if another system will be used to gauge customer satisfaction.

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