

MEDFORD PARKS & RECREATION

HEALTHY LIVES. HAPPY PEOPLE. STRONG COMMUNITY.

TO: Brian Sjothun, Director

FROM: Rich Rosenthal, Recreation Supt.

SUBJECT: Annual Report on Department Community Relations

DATE: Dec. 31, 2014

CAPRA standard 3.4.2 (Community Relations Plan) prescribes an annual report on the Department's community relations opportunities and feedback.

In 2014, the Department engaged the general public with over 130 unique recreation programs and services encompassing over 300 offerings. Most notably, we coordinated and/or staffed 30 major special events and festivals, including:

- Daddy Daughter Dinner Dance
- Howl-O-Ween Party
- Breakfast With Santa
- Winter Lights Festival
- "Beat of the Rogue" Drum & Bugle Corps Concert
- Parks Uncorked
- Arbor Day
- Family Fun Nights (4)
- RecFest Summer Kickoff Event
- Pear Blossom Park Block Party
- Summer Concert Series (8)
- Summer Movie Series (8)
- Lunchtime concert series

Based on survey data, these events received a 99 percent customer satisfaction rating.

Program evaluations are systematically administered and analyzed, as outlined in CAPRA 6.3. Programmers analyze customer feedback and regularly make program adjustments in hopes of achieving continuous improvement. Examples of Department staff acting on customer feedback are:

- Upgraded adult slowpitch softball tournament prizes and format.
- Acquired new sports equipment or replaced older equipment.



CONTINUOUS IMPROVEMENT | CUSTOMER SERVICE

701 N. COLUMBUS AVE. | MEDFORD, OR 97501 | 541.774.2400
WWW.PLAYMEDFORD.COM | PARKS@CITYOFMEDFORD.COM



COMMUNITY ENRICHMENT EXCELLENCE EXCEPTIONAL CUSTOMER SERVICE INNOVATION

- Discontinued an enrichment program contract instructor.
- Adjusted automated room and gym temperatures at the Santo Community Center.
- Shifted the Men's A softball league from Monday to Wednesday nights.
- Pressed for reinstallation of wireless at the Santo Community Center.
- Created additional technology classes for older adults.
- Improved the player premiums for ASA tournaments.

"Creating Healthy Lives, Happy People & A Strong Community"

City Hall ■ 411 W. 8th Street ■ Room 225 ■ Medford, OR 97501 ■ (541) 774-2400
www.ci.medford.or.us parks@cityofmedford.org

MEDFORD PARKS & RECREATION

HEALTHY LIVES. HAPPY PEOPLE. STRONG COMMUNITY.

TO: Brian Sjothun, Director

FROM: Rich Rosenthal, Recreation Supt.

SUBJECT: Annual Report on Department Community Relations

DATE: March 7, 2016

This annual report on the Department's community relations opportunities and feedback serves as a periodic assessment of CAPRA standard 3.4.2 (Community Relations Plan).

In 2015, the Department engaged the general public with over 140 unique recreation programs and services encompassing over 300 offerings. Most notably, we coordinated and/or staffed 30 major special events and festivals, including:

- Daddy Daughter Dinner Dance
- Mother-Son Super Hero Dance
- Howl-O-Ween Party
- Breakfast With Santa
- Winter Lights Festival
- "Beat of the Rogue" Drum & Bugle Corps Concert
- Parks Uncorked (in support of Medford Parks and Recreation Foundation)
- Arbor Day
- Family Fun Nights (4)
- RecFest Summer Kickoff Event
- Summer Concert Series (8)
- Summer Movie Series (8)
- Lunchtime/evening Pear Blossom Park concert series

Program evaluations are systematically administered and analyzed, as outlined in CAPRA 10.1. Programmers analyze customer feedback and regularly make program adjustments in hopes of achieving continuous improvement.

The Department received nearly 1,000 responses to surveys and program evaluations. Based on survey data, these events received a 99 percent customer satisfaction rating.



CONTINUOUS IMPROVEMENT | CUSTOMER SERVICE

701 N. COLUMBUS AVE. | MEDFORD, OR 97501 | 541.774.2400
WWW.PLAYMEDFORD.COM | PARKS@CITYOFMEDFORD.COM



COMMUNITY ENRICHMENT | EXCELLENCE | EXCEPTIONAL CUSTOMER SERVICE | INNOVATION



Examples of Department staff acting on customer feedback are:

- Upgraded adult slowpitch softball tournament prizes and formats.
- Replaced specific high-traffic areas of synthetic turf at U.S. Cellular Community Park.
- Canceled a personal services contract involving an umpire due to complaints.
- Shifted the Men's A softball league from Wednesday to Monday nights at the request of participants.
- Created additional technology classes for older adults, based on open-ended community survey comments.
- Shifted the Breakfast With Santa event from the Santo Community Center Main Hall and adjacent classrooms to the gym so the breakfast and enrichment activities were in the same room.
- Introduced a Mother-Son Super Hero night based on suggestions most notably from fathers at the Daddy Daughter Dinner Dance. The event replaced the annual Mother-Son Bowling Night that had flagging attendance over the years.
- Implemented activities at the newly refurbished Hawthorne Park at the behest of neighboring businesses.
- Offered multiple free tai chi classes at Pear Blossom Park based on feedback furnished by Lithia, Inc. employees.
- Shifted the Pear Blossom Park lunchtime concert series to evenings based on time constraints voiced by spectators.
- Utilized Facebook polls to assist in summer concert and movie selection.

Based on survey data, customer satisfaction and our Department's responsiveness, staff is convinced the current methodology outlined in the Community Relations Plan is effective policy, and no adjustments are necessary at this time.