

Evaluation Method	Explanation	Frequency	Outcome Measured/Use	Division	Evidence of Compliance
Community Feedback					
Community Survey	Community survey to gauge citizen needs, interests and satisfaction with programs, facilities and services.	3-5 years	Monitors community needs for programs, facilities and services. Used to prioritize capital improvements and investment of resources.	Administration	2015 Community Survey
Level of Service (LOS)	Measures acres of parkland and trail miles per 1000 residents. Standards address park and recreation facility needs.	3-5 years	Measures progress of capital investments toward meeting adopted LOS. Informs prioritization of CIP program.	Administration	2016 Leisure Services Plan - Chapter 5
Needs Assessment	Uses Community Survey results to measure community needs for different types of recreation facilities to compare current and target LOS	3-5 years	Measures performance meeting LOS targets. Informs CIP prioritization of work for the coming year.	Park Planner	2016 Leisure Services Plan - Chapters 4 and 8
Strategic Plan		Annually		All Divisions	2012-16 Report Card
Web site and social media	Analytics to measure web and social media traffic and usage	Annually	Tracks increase (decrease) in web and social media traffic and engagement	Recreation	Annual marketing evaluation memo
Participant/Customer Evaluations	Online and hard copy evaluations solicit quantitative and qualitative customer and participant feedback.	Ongoing	Satisfaction with facilities, programs, customer service, value, staff and how program expectations were met. Used to make appropriate adjustments to better meet customer needs.	Recreation	Evaluation Surveys
Operation CARE	Door-to-door surveys in select neighborhoods conducted in conjunction with Medford Police	Semi-Annual	Citizen satisfaction with parks and services, along with City services in general	Administration	Operation CARE survey results
Recreation Program Plan	A periodic recreation needs assessment	Annually	Provides listing of priority programs	Recreation	Evaluation Surveys
Financial Stewardship					
Financial Statement Audit	Audit of the City's financial statements performed by qualified external CPA firm	Annually	Effectiveness of the design, implementation and maintenance of internal controls and compliance with financial reporting regulations.	Finance/Independent Auditors	Independent Auditors' Report and comments, Page 124

Budget Analysis	City Council evaluate current and upcoming budget information and impacts.	Quarterly	Analysis of expenditures and trends	Finance	Quarterly Budget Updates to City Council
Performance Measures	Department administration and budget managers evaluate financial performance measures in relation to the adopted budget.	B-Monthly	Used to forecast future budgets and to make determinations that may impact cost recovery policy.	Administration	Bi-monthly budget comparisons
Operational Excellence					
Utility Tracking	Tracking park and recreation facility power usage utilizing individual account billing statements.	Monthly	Helps determine variances for reconciliation of billing and budgeting and influences facility upgrade and planning.	Parks/Facility Management	Monthly Power Statements Street Utility Bill Sample
Water Usage	Audit of water use for irrigation of developed parkland and rights-of-way	Periodically as needed	When water usage is abnormally high, Parks staff requests an audit by the Medford Water Commission to help identify efficiency and repair issues that may impact future budget considerations.	Parks/Medford Water Commission	Medford Water Commission
Fleet Mileage Tracking	Tracks annual vehicle fuel consumption utilizing automated fuel management system logs.	Annually or as needed	Report is used to project fuel costs and inefficient vehicles.	Parks/Public Works	Fuel Usage Report
Organizational Safety/Risk Management	Annual inspection of parks and recreation facilities by members of the Safety Committee; review of property/accident reports	Annually	For regulatory compliance and professional knowledge of safety initiatives and expectations. Used to develop management processes and to improve communications.	Parks/Recreation	Safety Inspection reports Safety Committee membership list
USCCP Economic Impact Report	Survey data used to compile usage and spending patterns of teams utilizing U.S. Cellular Community Park	Annually	Quantifies usage and economic impact benefit to the community of tournaments and events conducted at USCCP	Recreation	USCCP Annual Report
Work Order Analysis	Tracking of material and labor costs using Maintenance Connect system	Monthly	Information used to determine timeliness of repairs, analysis of volume and type of requests, and necessary resources.	Parks	Labor Report - Work Order Based
Prepared & Empowered Workforce					

Performance Evaluations	Reflects and evaluates each employee's performance in core competencies, tasks and responsibilities assigned to the employee.	Annually	Determines effectiveness of performance and performance-based merit pay step increases.	Human Resources	Employee Performance Management Handbook
Individual Development Plans	Identifies individual employee career goals, skills sets that need to be enhanced to meet career goals and how to achieve goals.	Annually	IDP forms are reviewed with direct supervisors to help develop a culture where cross-training leads to promoting from within.	Administration	Sample IDP form