

10.01 - Systematic Evaluation Processes ★

Standard: The agency shall have systematic processes for evaluating programs, facilities and services and operational efficiency and effectiveness.

Suggested Evidence of Compliance: Describe what is evaluated and the methods and frequency of evaluation of programs facilities and services. Evaluation is the process of determining the effectiveness of current practice and procedures.

Informational reference in the *Management of Park and Recreation Agencies*, (2010), 3rd Ed., Chapter 23 – Evaluation and Action Research, pp. 641-647.

Agency Evidence of Compliance:

The Park District of Oak Park evaluates services and operations both through standardized agency-wide evaluations as well as more in-depth reports and evaluations.

The Park District currently has the following evaluations, which are distributed to customers and staff on an on-going basis throughout the year.

- a. Program & Event Evaluation. This evaluation¹ addresses the participants' experience attending a program or event, including the registration process, location, program content, instructor/staff, price, and overall experience. This evaluation is available online for program and event participants to fill out via a link on our website. Additionally, staff e-mail the evaluation to a sample of participants from the Park District's registration system. Evaluations are also collected by staff who will visit program sites with a tablet and ask for responses in person.

- b. Park & Facility Visit Evaluation. This evaluation² addresses the visitors' experience during a recent visit to a park or facility, including reason for visit, amenities used, park/facility appearance, convenience, staff, safety, cleanliness, parking, and overall experience as well as questions about specific features at the park or facility such as playgrounds, athletic spaces, pools, etc. This evaluation is available online for park and facility visitors to fill out via a link on our website. The link to the evaluation is also posted in various Park District facilities via QR codes that encourage visitors to complete the evaluation in spots where they may have a few spare moments (while waiting in line, lobbies, etc.). Additionally, staff e-mail the evaluation to a sample of facility pass holders from the Park District's registration system. Evaluations are also collected by staff who will visit parks and facilities with a tablet and ask for responses in person.

- c. Customer Service Evaluation. This evaluation³ addresses the customers' experience with the service provided by the Park District, including the facilities and tangibles, reliability, responsiveness, customer care, and customer confidence. This evaluation is available online for customers to fill out via a link on our website. At different points in the year, the link to the evaluation is also included on customer receipts that are given to customers after completing a transaction with the Park District. The link to the evaluation is also posted in various Park District facilities via QR codes near customer service desks. Additionally, staff e-mail the evaluation to a sample of customers from the Park District's registration system who have recently completed a transaction with the Park District.

d. Staff Training Evaluation. This evaluation⁴ addresses staff's experience attending a training, including training content, presenter, setting, and other logistics. This evaluation is e-mailed to every Park District staff member that attends a training with the Park District, including both internal and external training.

e. Internal Customer Service Evaluation. This evaluation⁵ addresses staff's experience with the service provided by other departments within the Park District, including approachability, communication, skills and knowledge, accountability, courtesy, responsiveness, understanding, processes, professionalism, innovation, and effectiveness. This evaluation is e-mailed to a random sample of Park District staff on a monthly basis.

Responses from all of these evaluations are reviewed in a variety of different ways. Staff monitor the number of responses received to ensure that enough have been collected. The responses are displayed live on dashboards as part of the Park District's performance measurement program and are available to staff at all time. Staff can view the results as an overall agency average and can drill down to view results for an individual program area, park/facility, or department. They can also view results over time so that they can see fluctuations in customer and staff satisfaction and respond to trends. These results are viewed and discussed by management staff on a quarterly basis at performance measurement meetings. Evaluation results reports can also be set up to be automatically e-mailed to staff.

Besides the on-going evaluation processes mentioned above, the Park District also does more comprehensive evaluations of various programs, parks and facilities which are usually completed on an annual basis. Examples of these reports include:

- Performance Measurement⁶
- Program Participation⁷
- Aquatics⁸
- Gymnastics⁹
- Frank Lloyd Wright Races¹⁰
- Conservatory Operations¹¹

Documentation:

1. [10.01.00_2014-Program-and-Event-Evaluation-Summary.pdf](#)
2. [10.01.00_2014-Park-and-Facility-Visit-Evaluation-Summary.pdf](#)
3. [10.01.00_2014-External-Service-Evaluation-Summary.pdf](#)
4. [10.01.00_2014-Staff-Training-Evaluation-Summary.pdf](#)
5. [10.01.00_2014-Internal-Service-Evaluation-Summary.pdf](#)
6. [10.01.00_2014-Performance-Measurement-Report.pdf](#)
7. [10.01.00_2014-Program-Participation-Report.pdf](#)
8. [10.01.00_2014-Aquatics-Report.pdf](#)
9. [10.01.00_2014-Gymnastics-Report.pdf](#)
10. [10.01.00_2014-Frank-Lloyd-Wright-Races-Report.pdf](#)
11. [10.01.00_2014-Conservatory-Operations-Report.pdf](#)

Agency Self Assessment: MET

