STATION 8

COMMUNICATION

HOW DO YOU LEARN ABOUT COLUMBUS RECREATION AND PARKS DEPARTMENT PROGRAMS AND ACTIVITIES?

- FLIERS AT RECREATION/PARKS FACILITIES
- TELEVISION
- NEWSPAPER
- CITY WEBSITE
- RADIO
- SCHOOL FLIERS/NEWSLETTERS
- CONVERSATIONS WITH STAFF
- E-MAIL BLASTS
- OTHER

WHAT KEEPS YOU OR YOUR HOUSEHOLD FROM USING COLUMBUS RECREATION AND PARKS DEPARTMENT PROGRAMS AND ACTIVITIES MORE OFTEN?

- I DO NOT KNOW WHAT IS BEING OFFERED
- TOO BUSY
- TOO FAR FROM RESIDENCE
- PROGRAM OR FACILITY IS NOT OFFERED
- PROGRAM TIMES ARE NOT CONVENIENT
- USE SERVICES OF OTHER AGENCIES
- FACILITIES DO NOT HAVE RIGHT EQUIPMENT
- FEES ARE TOO HIGH
- USE PROGRAMS OR FACILITIES IN OTHER CITIES
- FACILITIES ARE NOT WELL MAINTAINED
- FACILITY OPERATING HOURS NOT CONVENIENT
- LACK OF QUALITY PROGRAMS
- LACK OF ACCESSIBILITY
- LACK OF TRANSPORTATION
- POOR CUSTOMER SERVICE BY STAFF
- CLASSES ARE FULL
- REGISTRATION FOR PROGRAMS IS DIFFICULT
- OTHER
MARKETING & COMMUNICATION - SUMMARY OF SURVEY RESULTS

Ways that respondent households learn about Columbus Recreation and Parks Department programs and activities during the past 12 months (as a percent of total responses)

<table>
<thead>
<tr>
<th>Methods</th>
<th>National Avg</th>
<th>Columbus</th>
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</thead>
<tbody>
<tr>
<td>From Friends &amp; Neighbors</td>
<td>41%</td>
<td>50%</td>
</tr>
<tr>
<td>Recreation/Park Department Brochure</td>
<td>36%</td>
<td>50%</td>
</tr>
<tr>
<td>Fliers at Recreation/Parks Facilities</td>
<td>16%</td>
<td>32%</td>
</tr>
<tr>
<td>Television</td>
<td>33%</td>
<td></td>
</tr>
<tr>
<td>Newspaper</td>
<td>20%</td>
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<tr>
<td>City Website</td>
<td>26%</td>
<td></td>
</tr>
<tr>
<td>Radio</td>
<td>18%</td>
<td></td>
</tr>
<tr>
<td>School Fliers/Newsletters</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>Conversations with Staff</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>E-mail Blasts</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>9%</td>
<td></td>
</tr>
</tbody>
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Top 3 Ways that respondent households learn about programs and activities:
- From Friends & Neighbors
- Recreation/Park Department Brochure
- Fliers at Recreation/Parks Facilities

National Avg: 41%
Columbus: 50%

Top 3 Reasons why respondent households do not know what is being offered:
- Program or facility is not offered
- Program times are not convenient
- Use services of other agencies

Reasons why respondent households do not use programs:
- I do not know what is being offered
- Too busy
- Too far from residence

Top 3 Reasons why respondent households do not use programs:
- Program or facility is not offered
- Program times are not convenient
- Use services of other agencies

DRAFT RECOMMENDATIONS FOR COMMUNICATIONS

- Ensure operating hours and center information on CRPD website is up-to-date and accurate
- Use survey data to inform operational decisions, [e.g., allow for operating hours to include weekends November through April]
- Improve the CRPD brand by distributing templates for marketing, promotional, and informational material
- Update the brand for recreation centers. Use upbeat colors, pictures of people having fun in the centers, and customer messages that don’t start with the word “no.”
- Develop a social media strategy to better communicate with the public and monitor its effectiveness
- Allow autonomy in communicating with participants to inform them on program changes, facility closings, or other pertinent information
- Document the level of productivity each center operates and develop a stronger marketing effort in communities where there is excess capacity
- Post the daily schedule of activities in the building on TV monitors near the front desk or with electronic signage at larger centers in the system