

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?

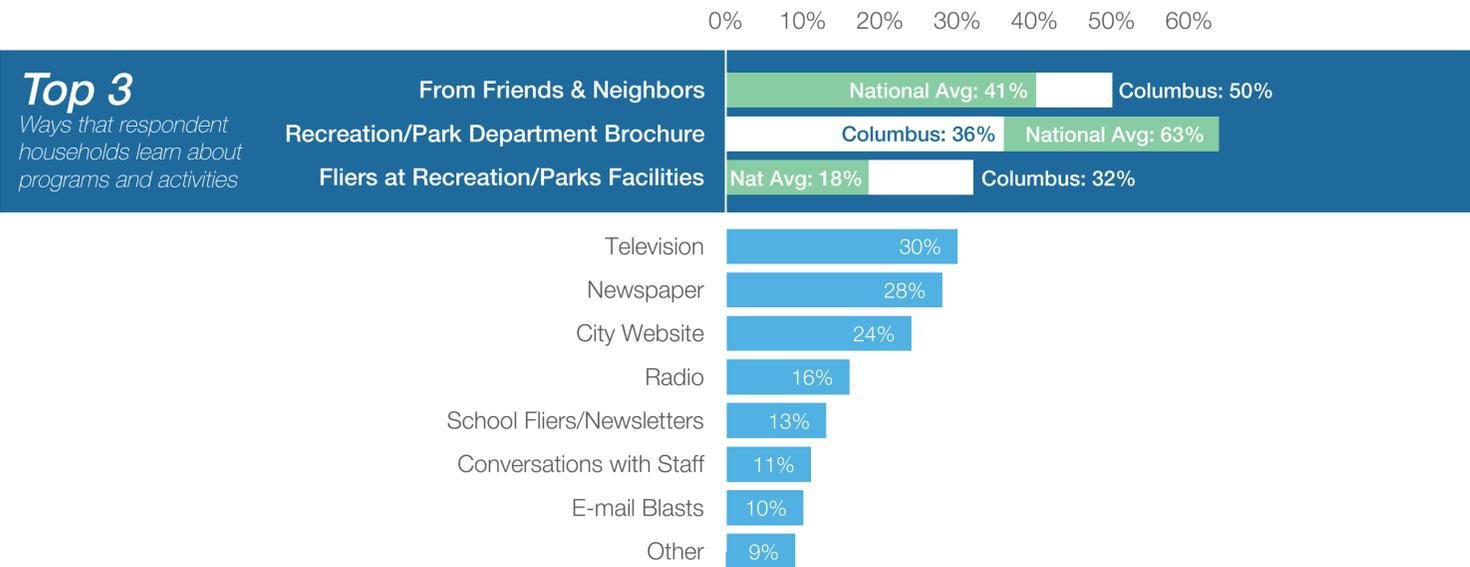
I DO NOT KNOW WHAT IS BEING OFFERED
TOO BUSY
TOO FAR FROM RESIDENCE
PROGRAM OR FACILITY IS NOT OFFERED
PROGRAM TIMES ARE NOT CONVENIENT
USE SERVICES OF OTHER AGENCIES
FACILITIES DO NOT HAVE RIGHT EQUIPMENT
FEES ARE TOO HIGH
USE PROGRAMS OR FACILITIES IN OTHER CITIES

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

STATION 8 - COMMUNICATIONS

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)



Reasons why respondent households do not use Columbus Recreation and Parks Department parks, recreation facilities or programs more often (As a percent of total responses)



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

