



REGIONAL PARK AND OPEN SPACE DISTRICT Policy and Procedure Manual



Policy 10.1

Quality Assurance Program

I. POLICY

The District shall monitor and evaluate the quality of programs, services, areas and facilities from the customer/user perspective.

II. PURPOSE

Customer expectations are constantly changing and the District recognizes that we must adapt and strive for improved quality to meet customer expectation and needs. In addition, Riverside County Policy A-49 states that all county agencies are to develop a questionnaire or survey to measure customer satisfaction. This policy is designed to provide guidance and specific direction for the daily operation of District facilities, programs, services and areas to allow for standardization, where possible, and an agency-wide commitment to meet and exceed customer expectations.

III. PROCEDURE

The District recognizes that customer relations and hospitality training are important elements of quality assurance, but are not enough, by themselves, to guarantee quality experiences. Failure to provide this quality will damage relationships with customers and stakeholders, reduce potential revenues, and increase long-term operating costs. The following procedures have been identified to assist with gathering qualitative data in order to analyze customer opinions and respond to their feedback.

District employees are expected to adhere to maintenance management and program guidelines in regard to infrastructure maintenance, hospitality, and general quality management. Program evaluations will determine how well these quality management tools are implemented. The District's comprehensive Quality Assurance Program shall consist of obtaining customer feedback through online and written surveys, post-program evaluations, pre-programming questionnaires, secret shopper evaluations, and verbal or face-to-face surveys of users, site audits and peer reviews.

- A. Surveys – Site specific surveys shall be available to customers at all District parks and facilities.



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1. District surveys shall include questions related to facility quality and overall experience by the guest/customer.
 2. Surveys shall be available via site web pages, at the front counter/kiosk of all sites, and shall be actively distributed on a quarterly basis at all sites.
 3. Surveys shall be standardized by the General Manager, or designee, to ensure qualitative comparison may be made from site to site and survey responses can be measured and changes tracked over time.
 4. Through in-the-field interaction, park rangers, county employees, or volunteers shall conduct verbal surveys and take real time action in addressing visitor concerns or complaints.
 5. In accordance with Board Policy A-49, the District shall annually submit survey results to the County Executive Office for evaluation.
- B. Program Evaluations – Periodic and regular program evaluations shall be conducted by area managers and site supervisors/coordinators in order to determine if programs are meeting customer expectations.
1. Post-program evaluations shall be offered to every program participant on a minimum of a quarterly basis. The evaluation shall include questions specific to the elements of the program, instructor/coach, facility/space, day/time and cost. Post-program evaluations shall be standardized by the Area Manager or site supervisor to ensure consistency for tracking results over time.
 - a. Educational services offered by the Park District are evaluated by administering pre-visit and post-visit quizzes in order to measure knowledge gained through learning programs.
 - b. All post-program evaluations shall include a comment section to encourage non-standardized feedback.
- C. Site/Program Audits – Site audits shall be conducted by Area Managers or other management staff on a minimum of an annual basis. Audits shall be unscheduled to observe day-to-day or normal customer experiences.



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1. Site/Program Audits shall be achieved by designated personnel through monitoring the day-to-day operations of facilities and by conducting staff reviews while performing in their standard responsibilities and customer interactions. Staff shall receive real-time feedback at the conclusion of the audit to allow for immediate acknowledgement or correction.
- D. Peer Reviews – All employees shall be encouraged to visit sites they are not normally assigned to work. These reviews serve two purposes, first, to offer a new or different perspective for the site staff, and secondly, to offer the employee conducting the review some insight into how other sites conduct business which they might be able to apply at their own site.
1. Peer reviews shall be completed on a standardized form to guide reviewers in what to look for or evaluate. Space shall also be provided for comments to encourage employees to include additional feedback.
- E. Social Media – Social media, including sites such as “Facebook” and “Twitter” are used as effective tools by the District in obtaining instant or real-time customer input, or fluid feedback.
1. Customer comments shall be permitted on all District sponsored/implemented social media sites.
 2. Program supervisors/managers shall efficiently monitor comments made regarding facilities and programs and have the ability to instantly interact with customers and take the necessary steps to meet or exceed their needs.
- F. Secret Shopper – Secret shoppers shall be utilized when practical. Secret shoppers shall follow the same questionnaire as used in Peer Reviews, but will provide the added benefit of a truer customer experience.
- G. Comment Cards (Unsolicited Feedback) – Opportunities to comment, separate from evaluations or surveys, shall be available to customers at all times.



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1. An electronic comment option shall be available on all site web pages and the District home page. Comments submitted shall be sent directly to the program coordinator and site supervisor/area manager.
 2. Positive feedback shall be rewarded by acknowledging the site or employees associated with the feedback.
 3. Negative feedback shall be responded to within two working days.
- H. Customer Service – A focus on customer services shall be introduced through the District on-boarding process and shall be reinforced through annual standardized staff training and site-specific needs-based training or in-services.
- I. Program Adjustments and Response – It is the responsibility of the General Manager to evaluate annual performance and recommend quality assurance adjustments based upon customer feedback.
1. Administrative managers, area managers and site managers are to evaluate customer input gained through the above outlined methods.
 - a. Customer surveys, program evaluations, peer reviews, and site audits shall be reviewed at a minimum of an annual basis.
 - b. Administrative managers shall implement standards in assuring that District facilities, programs, and services are raised to a level exceeding customer expectations.
- J. Customer Satisfaction Level – It is the goal of the District to maintain an overall customer satisfaction level of 85% or greater at all times.

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Office of Primary Responsibility: Recreation Bureau

Editor: Brown, Kyla R., Recreation Bureau Chief

Reviewed by: Hamlett, Cynthia L., Staff Writer

Approved by: Bangle, Scott, A., General Manager

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