

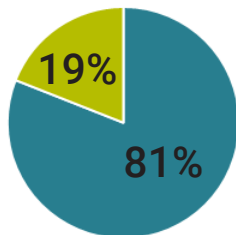
SURVEY RESULTS

2024 Fitness Customer Satisfaction

In March 2024, the Community Services department conducted a fitness customer satisfaction survey via online link. We are pleased to share with you some of the highlights of our findings and next steps.



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Respondents



Respondents

- Memberships
- Drop-Ins

Types of Users

- 47% Group Fitness/Aquafit
- 47% Fitness Centre
- 26% Pool
- 20% Squash

B+

Overall
Grade

A-

Customer
Service by
Staff

B+

Quality of
Programs &
Services

B+

Cardio &
Strength
Equipment

B

Facility
Cleanliness

Fitness Customer Feedback

The group fitness online booking system for members is not user friendly.

The Fitness and Business Support Divisions will review the online booking system for group fitness classes and provide recommendations for continuous improvement.

Group fitness participants are frustrated with the current check-in process (for example: long line-ups, traffic flow in the community centre).

The Fitness and Business Support Divisions will review the group fitness check-in process and make changes for continuous improvement.

More resources are needed to meet the needs of fitness members and participants (for example: more facility spaces and classes, increased hours of operations).

The Fitness Division will continuously work to increase resources (for example: staffing, facility spaces, hours of operations, equipment) to meet customer needs.

There are program and service disruptions due to staffing challenges.

The Fitness Division will implement new recruitment strategies and initiatives to support Fitness programs and services to meet customer needs.

Facility change room cleanliness and upkeep is low.

The Facilities Management Division will complete more frequent checks in high traffic areas and implement new processes to promote facility cleanliness during the day.