

How Are We Doing?

Q3 FY2010

January 2010 – March 2010

Survey Results and Trends

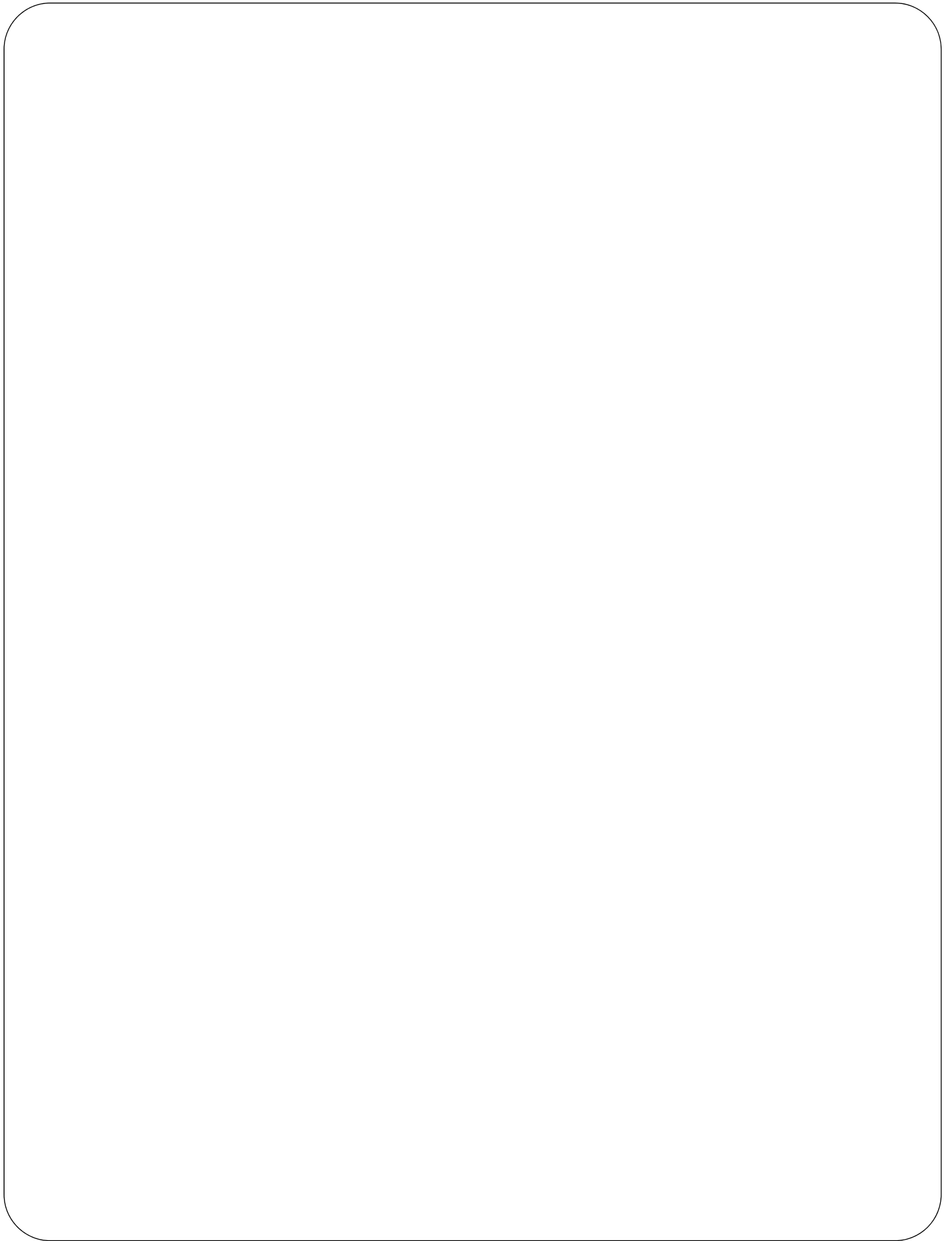
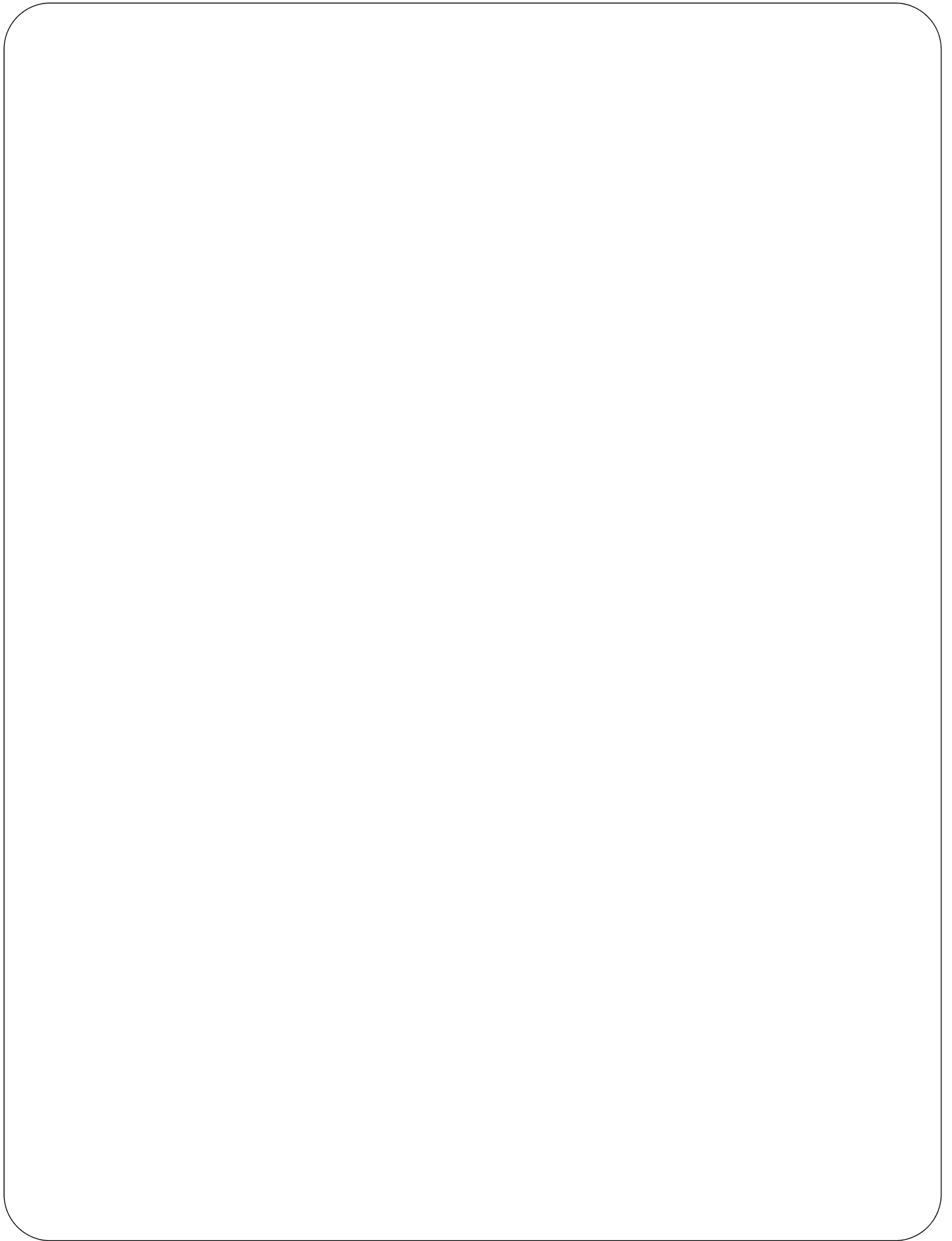


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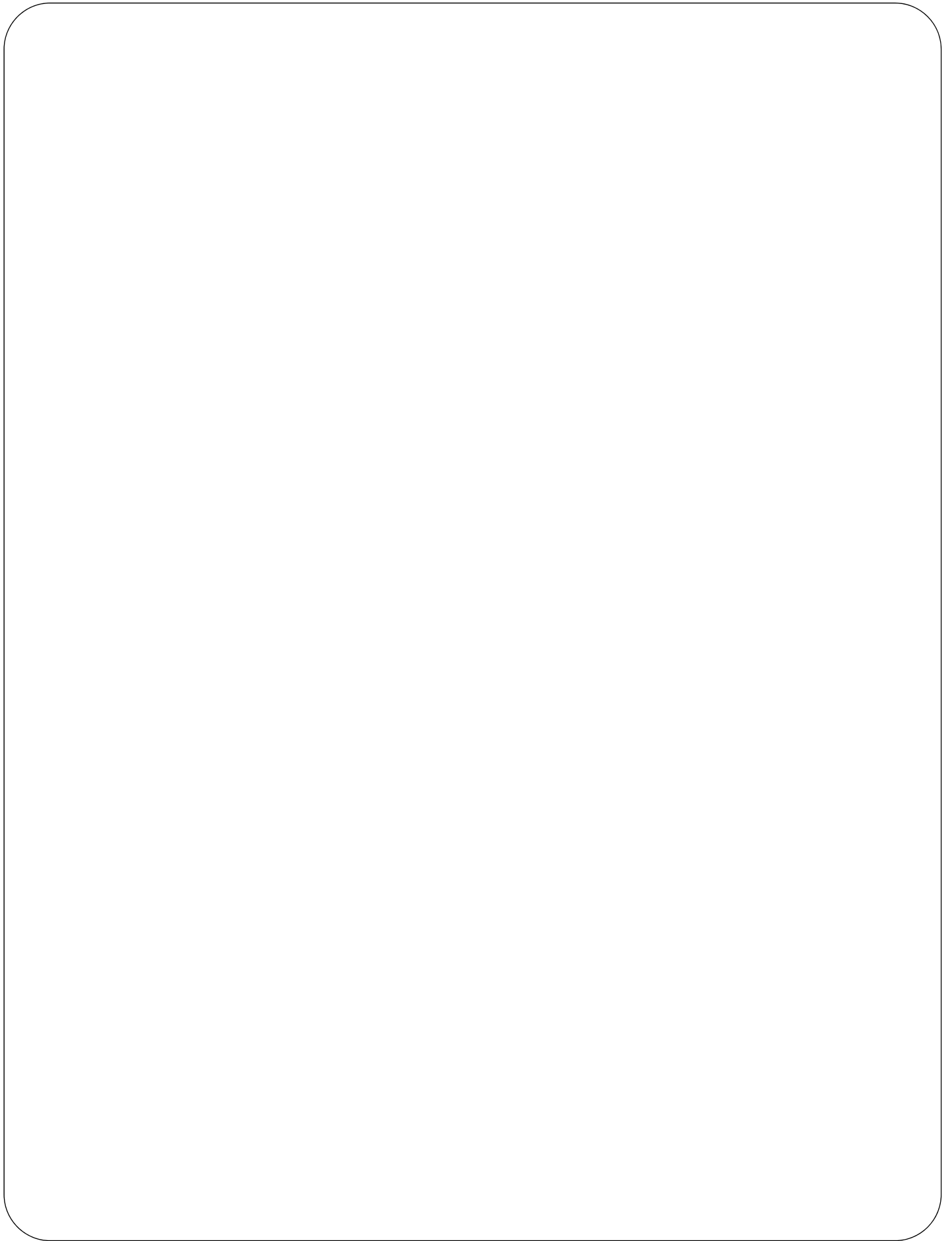
*** Facility closed during this survey period**

**** Insufficient surveys received for inclusion in report**



Overall Traffic Data

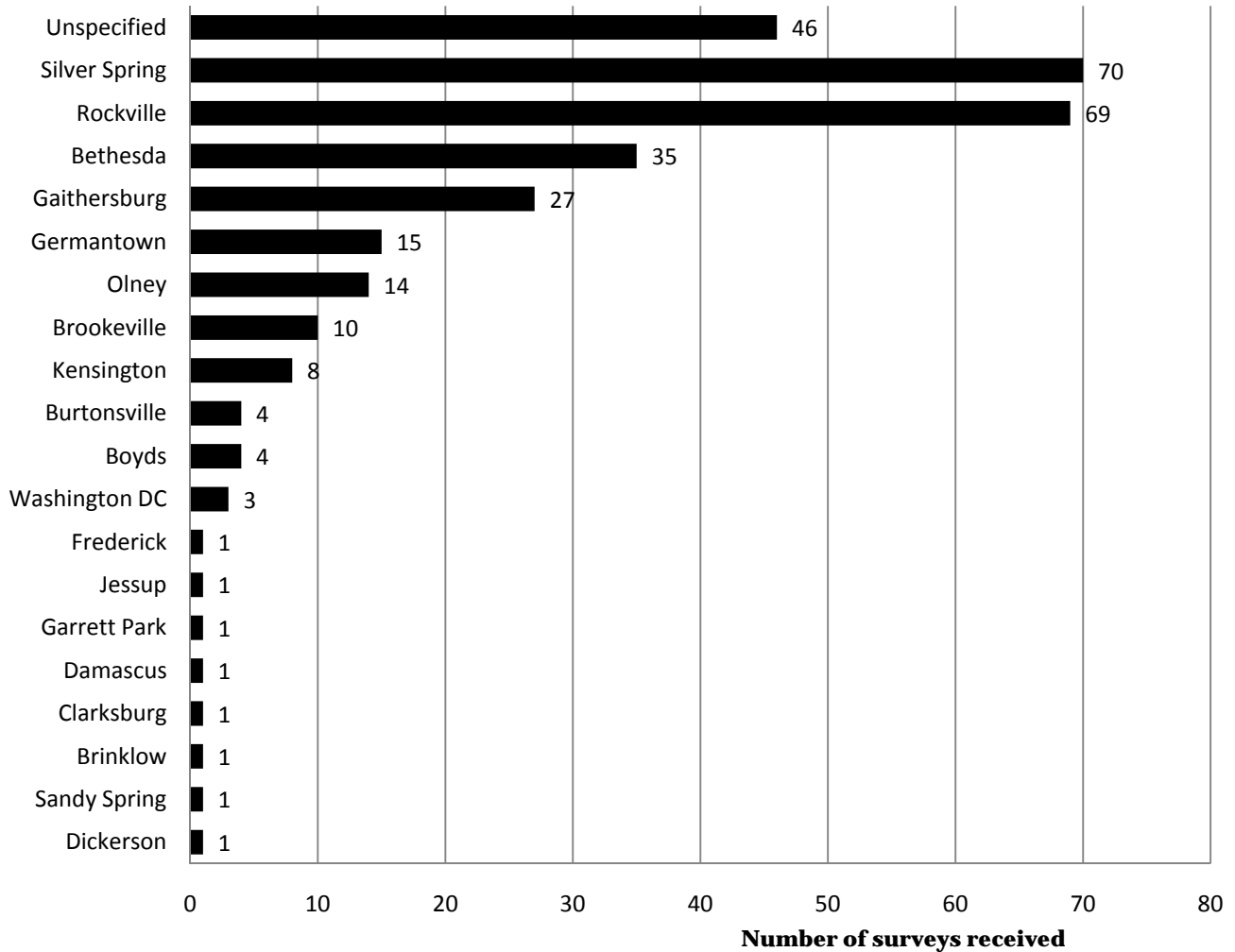
Facility Name	General Admission	Camp and Class Enrollment (ParkPASS)	Surveys Received	% of Attendees Surveyed
Black Hill Boats	_____	_____	*	_____
Black Hill Visitor Center	36	233	**	_____
Brookside Gardens	24,315	_____	98	_____
Brookside Nature Center	1,156	725	27	1.4%
Cabin John Ice Rink	175,748	71,144	34	0.01%
Pauline Betz Addie Tennis Center	7,270	1,398	**	_____
Cabin John Train	966 Spring Break Attendance	_____	*	_____
Lake Needwood Boats	_____	_____	*	_____
Little Bennett Campground	423	_____	*	_____
Locust Grove Nature Center	204	281	*	_____
Meadowside Nature Center	626	510	108	9.5%
South Germantown Splash Park and Mini-Golf	_____	_____	*	_____
Wheaton Ice Arena	13,950	2,732	24	0.14%
Wheaton Tennis	2,977	2,503	**	_____
Wheaton Train and Ovid Hazen Wells Carousel	2,440 Spring Break Attendance	_____	*	_____



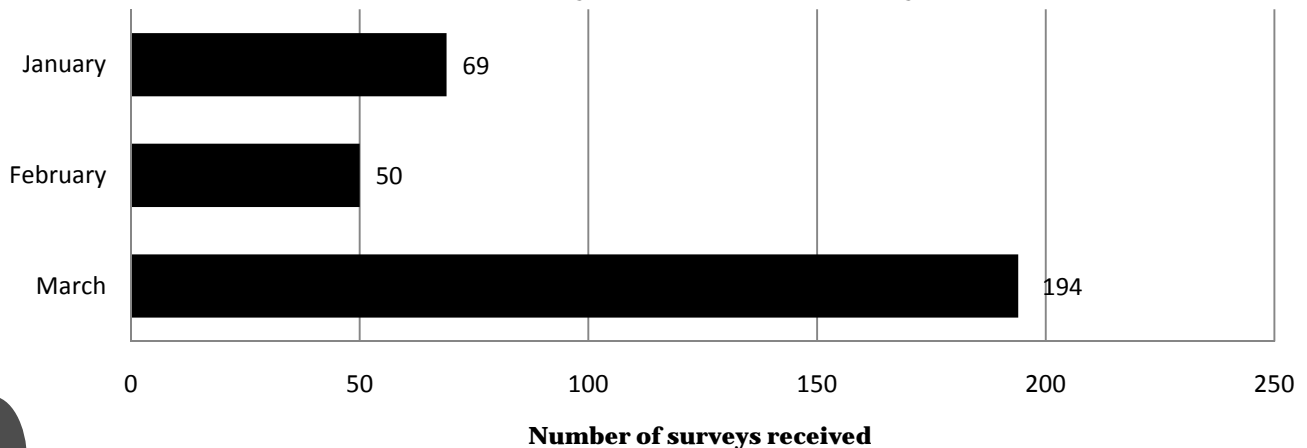
All Reporting Facilities

Q3 FY2010
Survey Results

Surveys Received by Cities

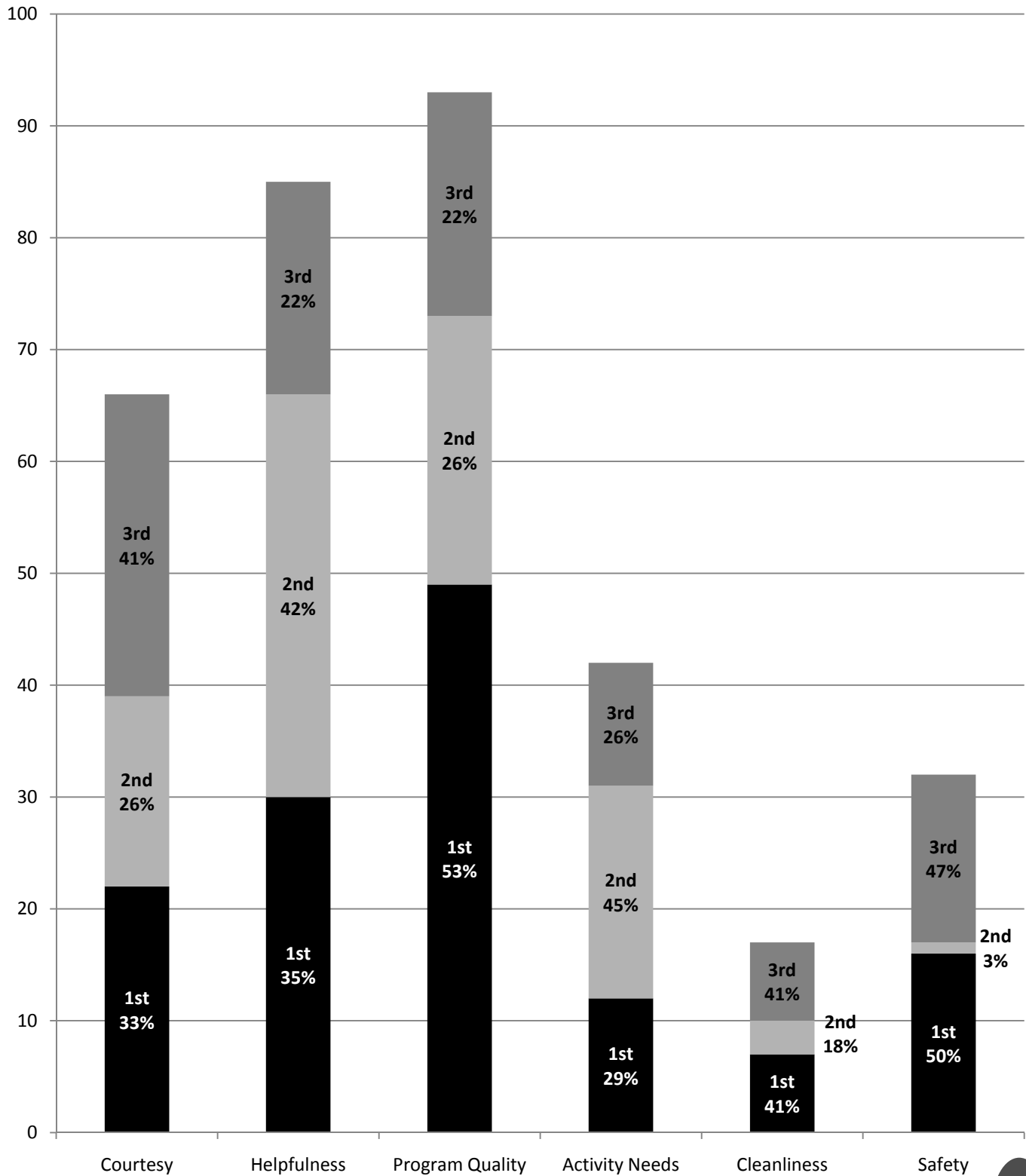


Surveys Received by Month



All Reporting Facilities

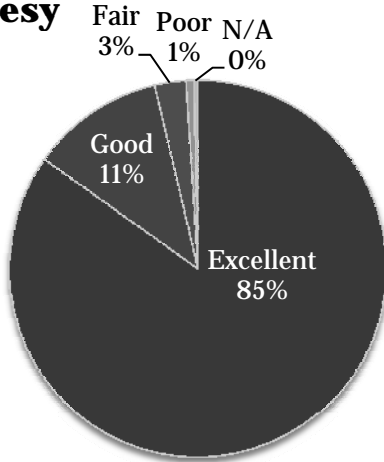
Most Important Service Factors



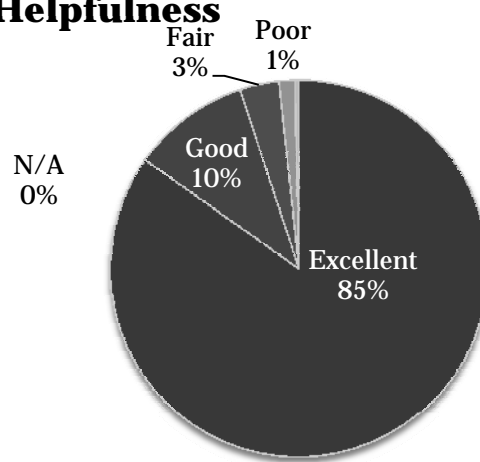
All Reporting Facilities

Service Ratings

Courtesy



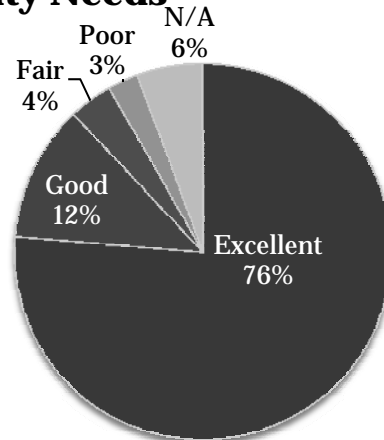
Helpfulness



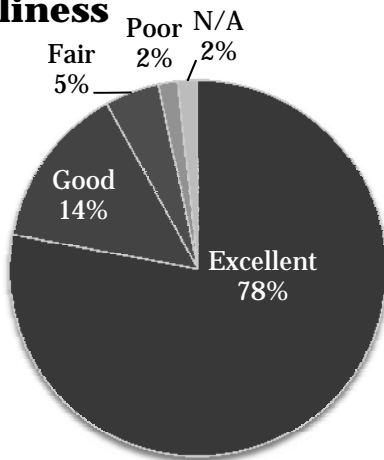
Program Quality



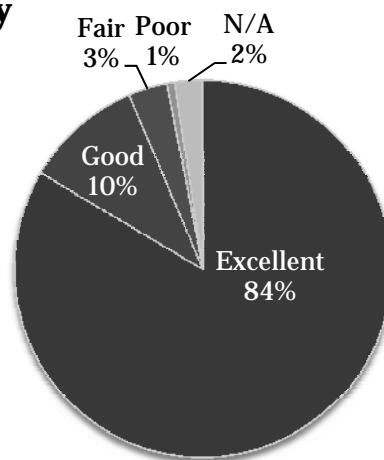
Activity Needs



Cleanliness

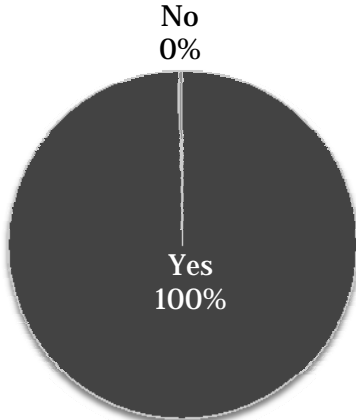


Safety

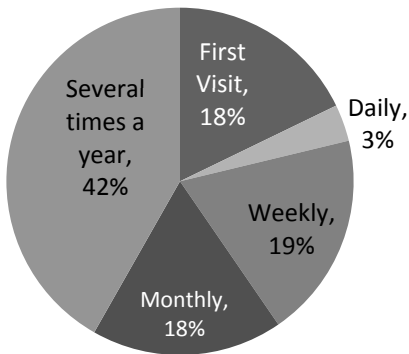


All Reporting Facilities

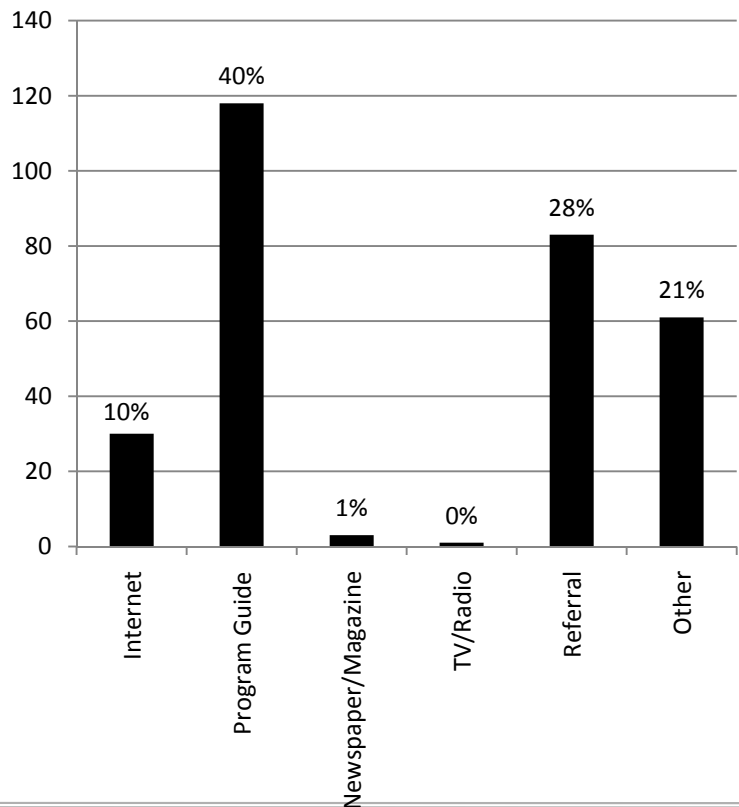
Would You Recommend



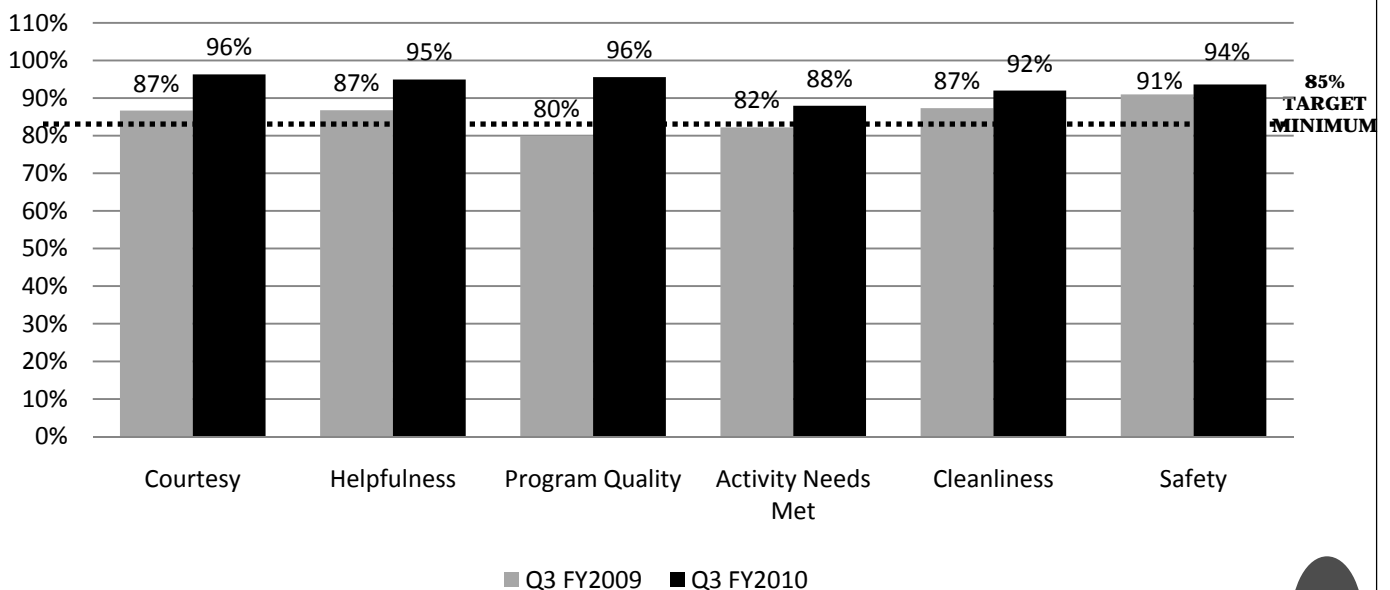
How Often Do You Visit?



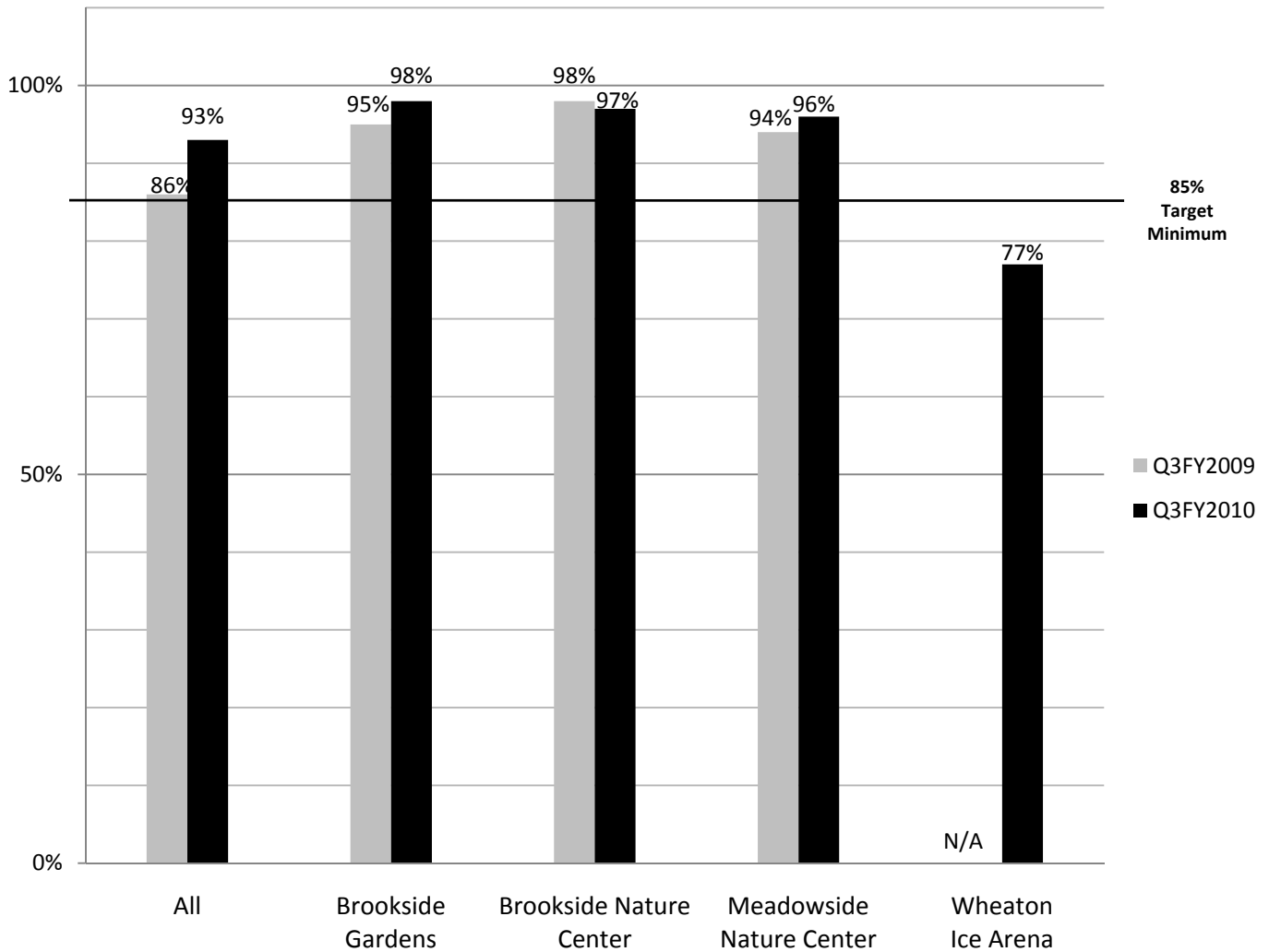
Frequency, User Recommendation, Summary How Did You Hear About Us?



“Excellent” and “Good” Ratings Year-Over-Year



Overall Average Rating of Service Factors By Facility*



N/A – not available due to insufficient surveys collected

*Average rating is the (Excellent and Good) averages of all service factors
(Courtesy, Helpfulness, Program Quality, Activity Needs, Cleanliness and Safety) by facility.

Conclusions

The number of surveys collected increased 53% from 147 in Q3 FY2009 to 310 surveys collected for this reporting period. Survey collection peaked in March.

Surveys for the following facilities were not included in this report because an insufficient number of surveys were collected: Black Hill Visitor Center, Little Bennett Campground, Locust Grove Nature Center, Wheaton Tennis and Wheaton Train.

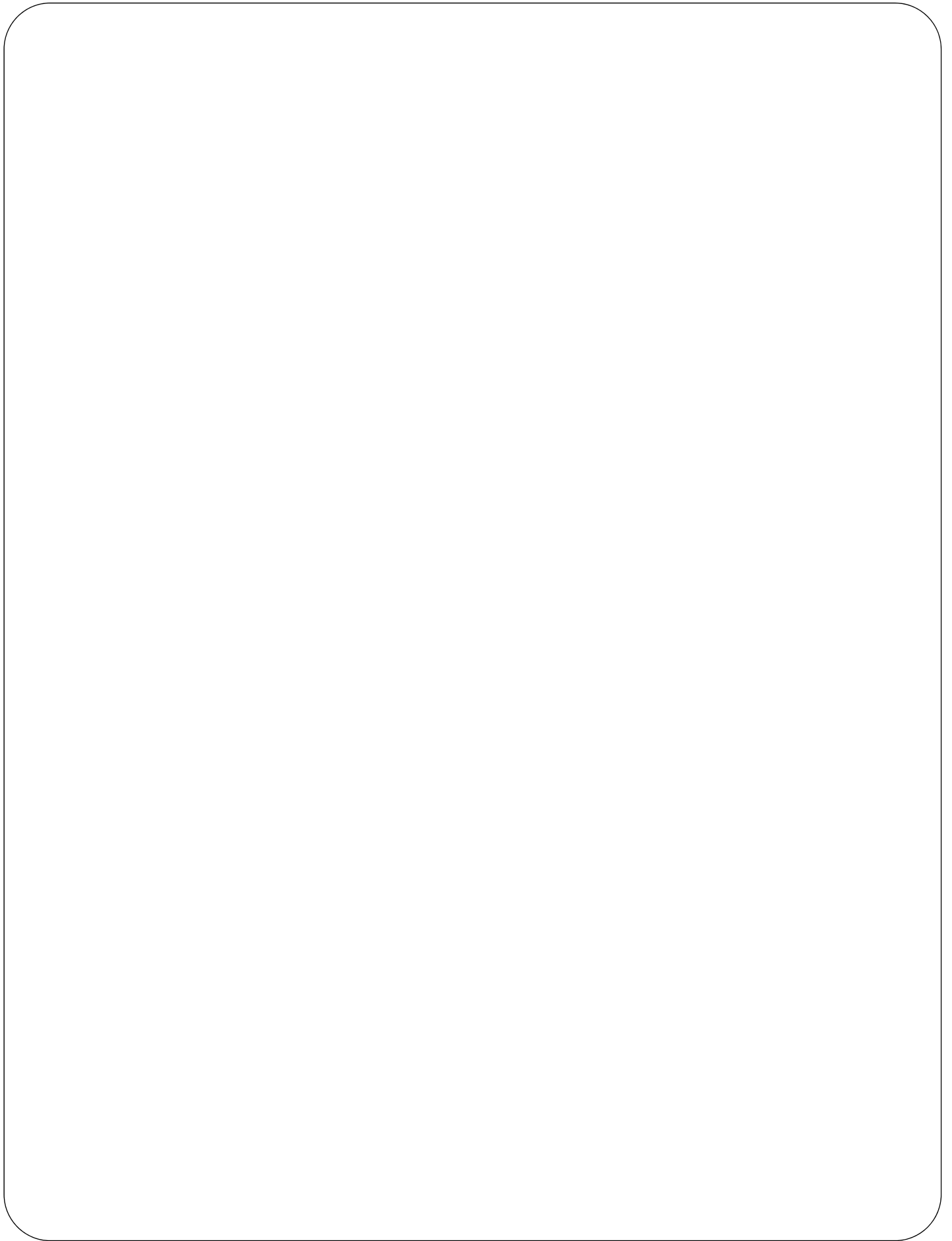
The facilities collectively made improvements in all of the service factors and at least 88% of customers rated the facilities overall as “Excellent” or “Good” in all service areas exceeding the department minimum standard of 85%, which is an overall improvement of 8% over this period last year.

Eighteen percent (18%) of the facility’s visitors were first time visitors and 40% were regular (daily, weekly and monthly) visitors. The percentage of new, returning and regular visitors shows that park facilities are doing an excellent job of attracting and retaining new visitors. One hundred percent (100%) of visitors surveyed indicated that they would recommend our facilities to others.

During this reporting period, Program Quality ranked as the most important service factor. The facilities received an overall rating of 96% when aggregating the “Excellent” (82%) and “Good” (14%) ratings for Program Quality this survey period, compared to the rating of 80% received during the Q3FY2009 reporting period.

Helpfulness was ranked as the second most important service factor and received an “Excellent” and “Good” aggregated rating of 95% this reporting period, a year-over-year increase of 8%.

The service factor that ranked as the third most important is Courteous, which received an “Excellent and “Good” combined rating of 96%, a 10% year-over-year increase.



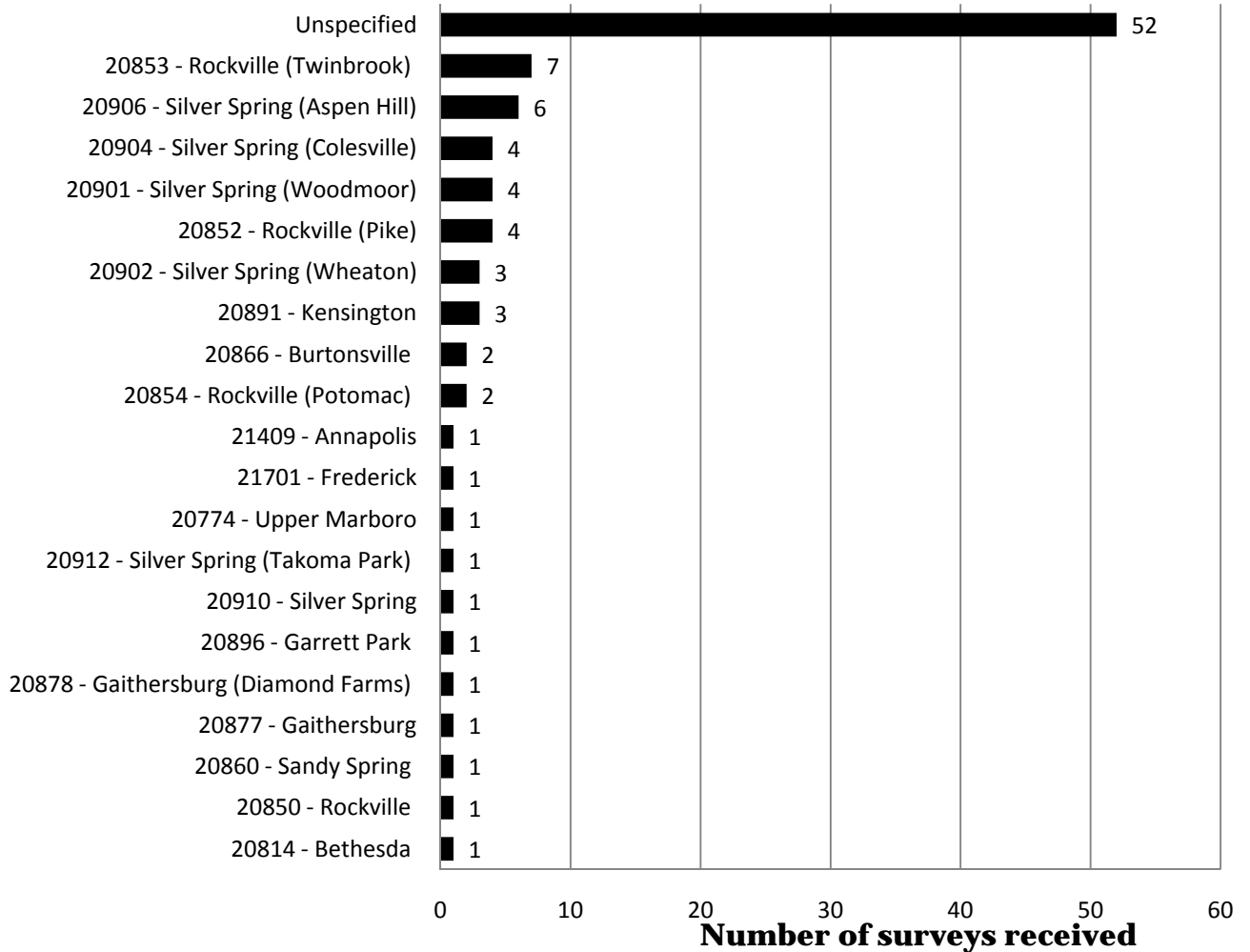
Brookside Gardens

Q3 FY2010
Survey Results

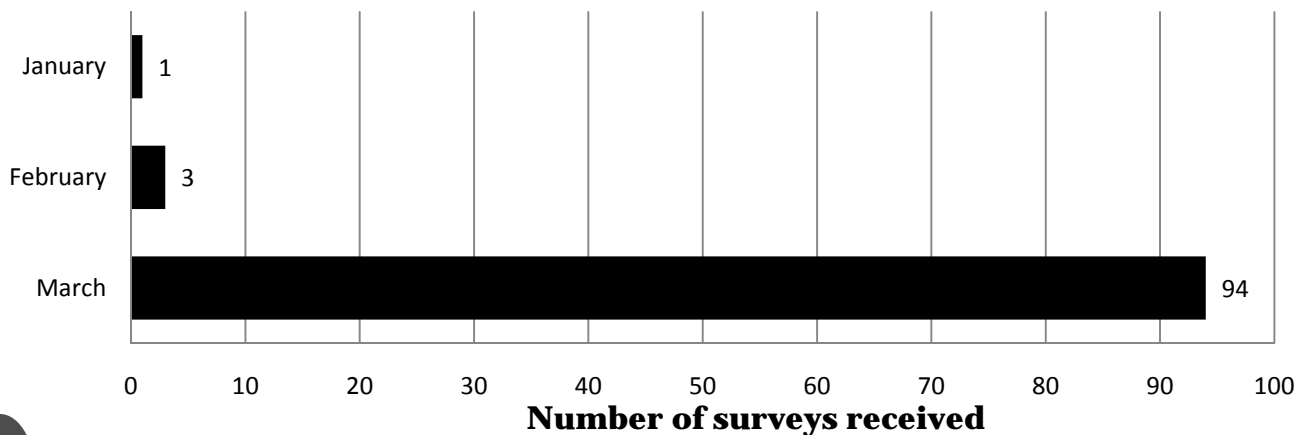
Brookside Gardens

Zip Code and Monthly Trends

Surveys Received by Zip Code

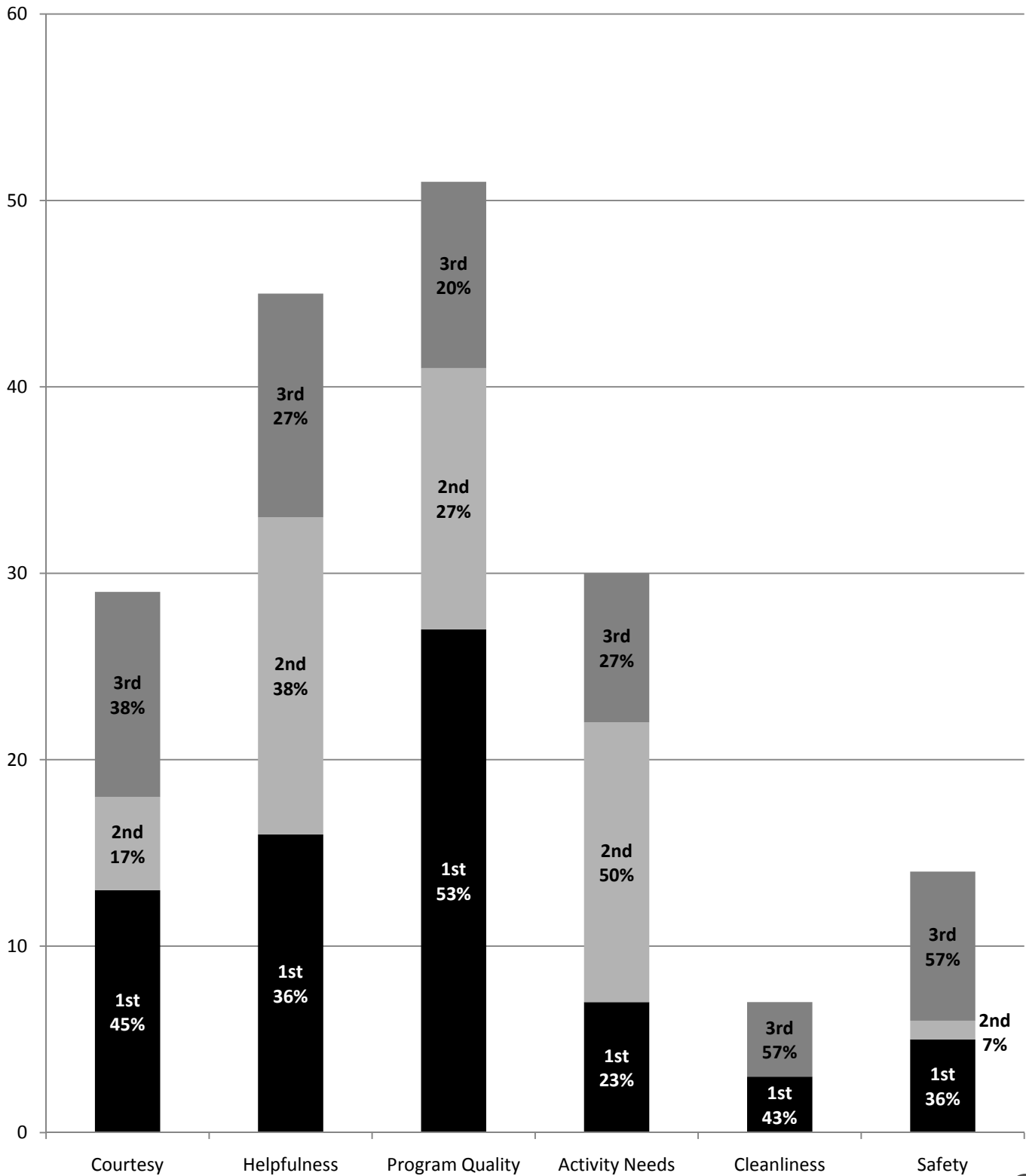


Surveys Received by Month



Brookside Gardens

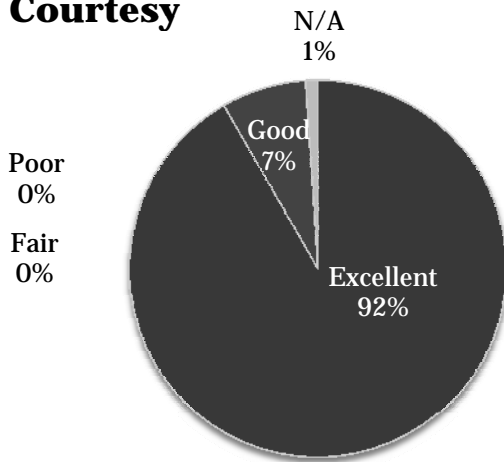
Most Important Service Factors



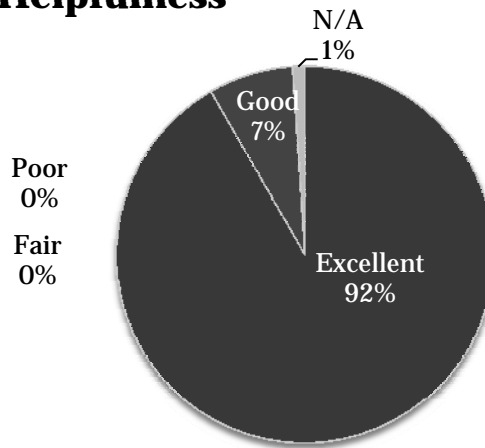
Brookside Gardens

Service Ratings

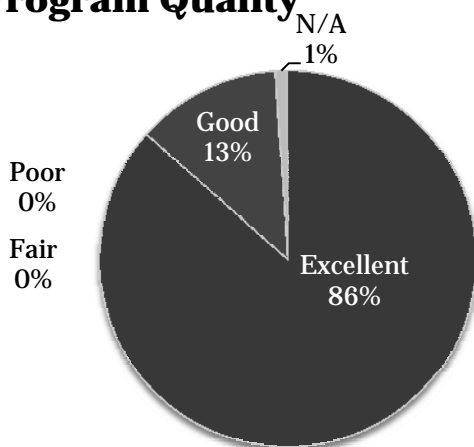
Courtesy



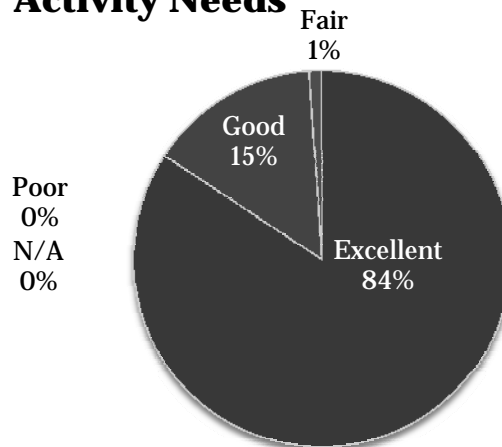
Helpfulness



Program Quality



Activity Needs



Cleanliness

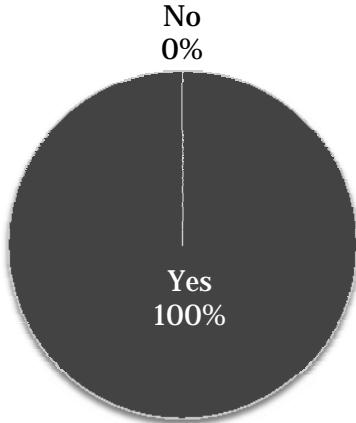


Safety

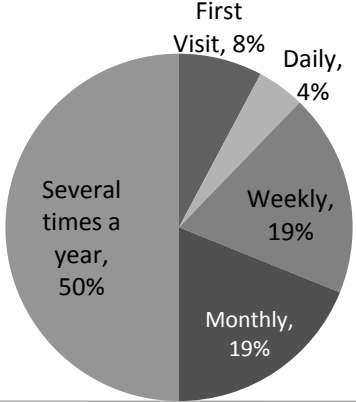


Brookside Gardens

Would You Recommend

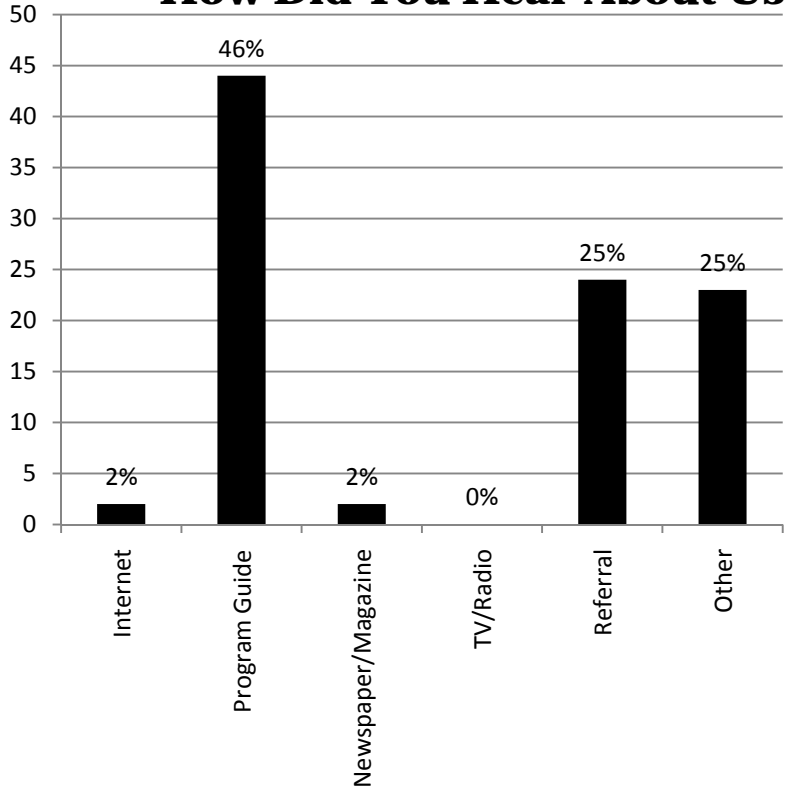


How Often Do You Visit?

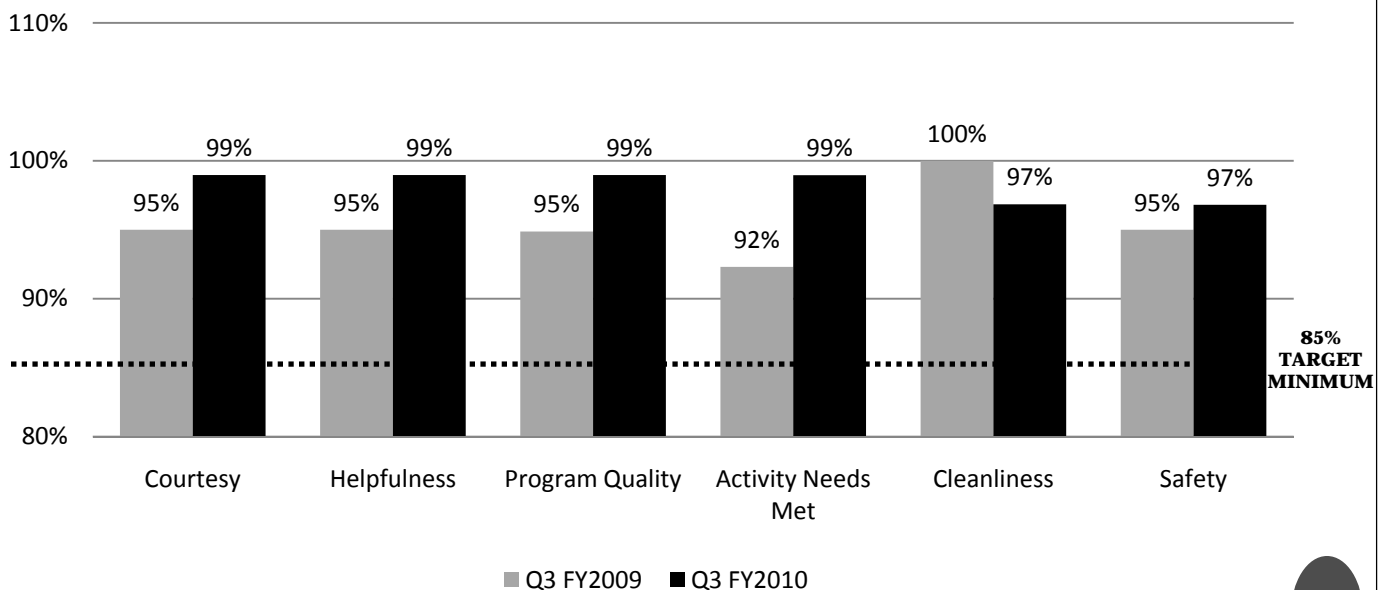


Frequency, User Recommendation, Summary

How Did You Hear About Us?



“Excellent” and “Good” Ratings Year-Over-Year



Conclusions

Brookside Gardens (BG) received 98 surveys for this reporting period, a decrease of 56% when compared to the Q3 FY2009 reporting period. Survey collection peaked in March.

Program Quality ranked as the most important service factor during this survey period. The facility received a 99% “Excellent” and “Good” rating for Program Quality this survey period, which is a 4% increase when compared to the Q3 FY2009 reporting period. Several visitors who attended the Philadelphia Flower Show responded that the trip was well organized and fun.

Helpfulness was selected as the second most important service factor. BG received a 99% “Excellent” and “Good” rating for this service factor, which is a 4% increase for this service factor when compared to the same period last year.

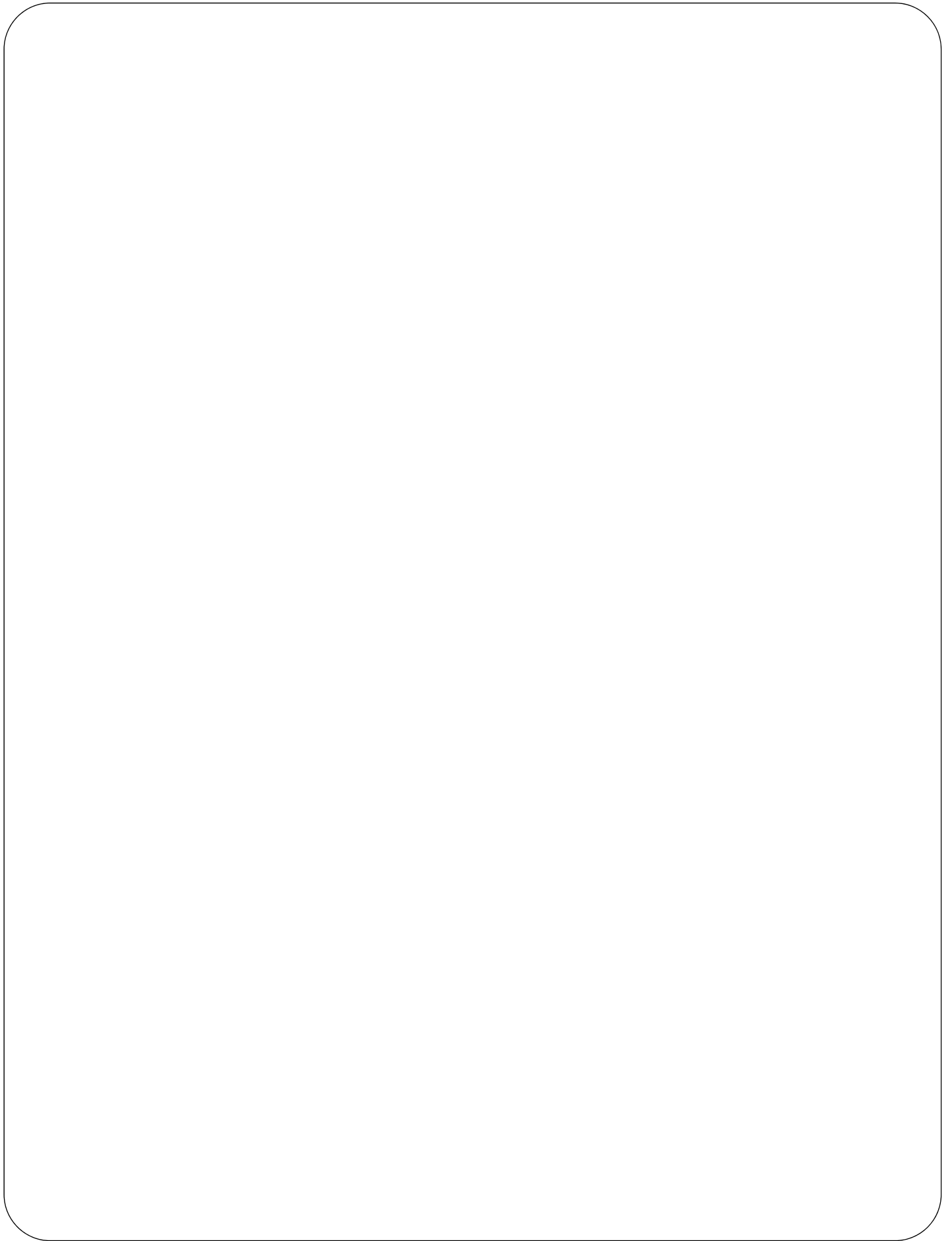
Surveyed users chose Activity Needs as the third most important service factor and 99% rated Activity Needs as “Excellent” and “Good”. This represents a 7% increase over the Q3 FY2009 reporting period.

BG experienced a 3% decrease in Cleanliness in Q3FY2010 after maintaining a consecutive 100% rating in Cleanliness in Q3FY2008 and Q3FY2009.

BG’s safety rating decreased from 100% to 95% from Q3FY2008 to Q3FY2009. However, survey respondents have seen some improvement in this area in Q3FY2010 and gave BG a rating of 97% for Safety.

Forty-two (42%) of respondents visit regularly (those who visit on a daily, weekly or monthly basis) and 8% were first time customers. Most of the respondents (46%) learned of the facility via the program guide. One hundred percent (100%) of those surveyed said they would recommend BG to others.

Overall, Brookside Gardens continues to maintain its very commendable ratings which are significantly above the targeted minimum of 85% for all service factors.



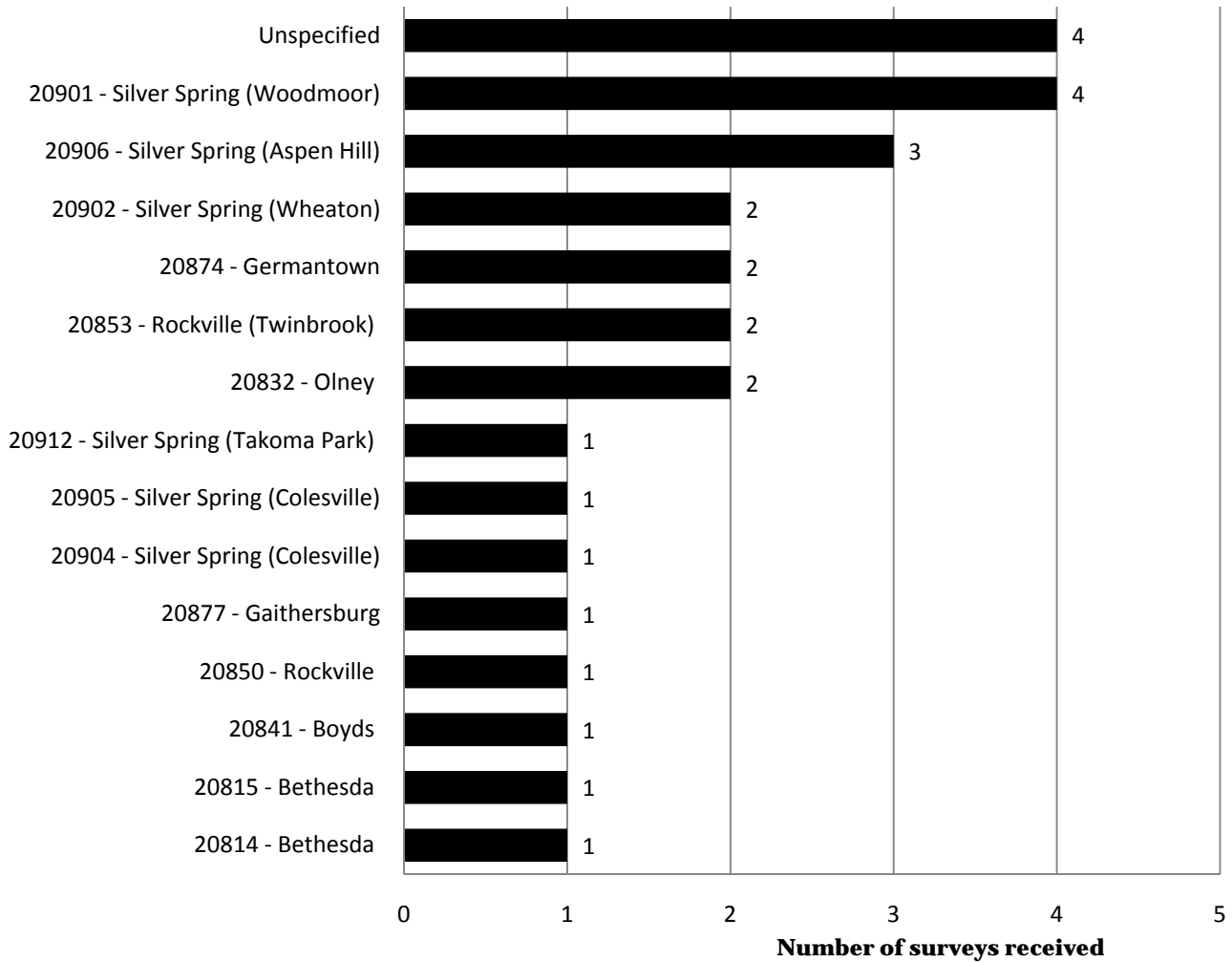
Brookside Nature Center

**Q3 FY2010
Survey Results**

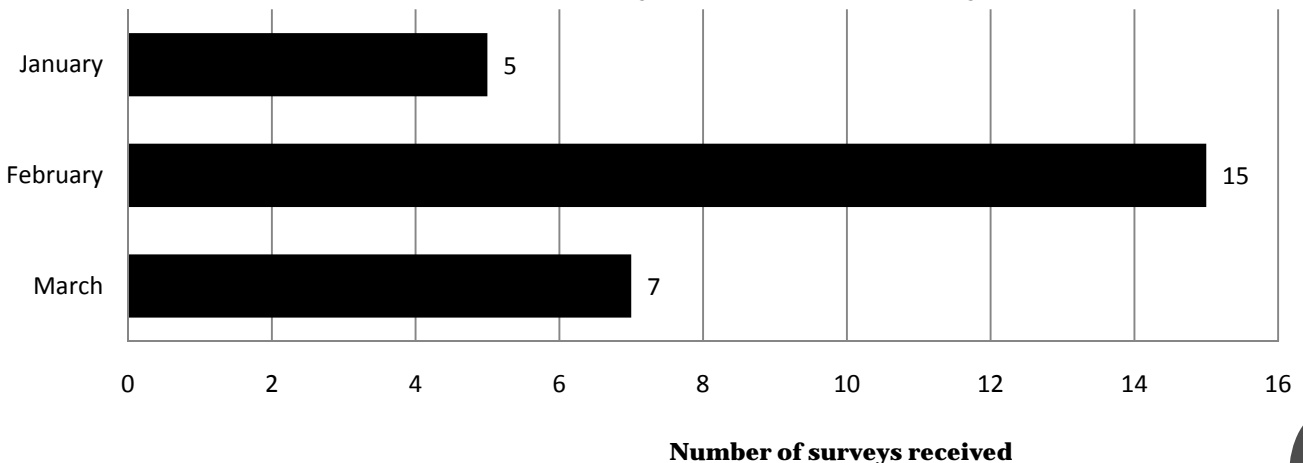
Brookside Nature Center

Zip Code and Monthly Trends

Surveys Received by Zip Code

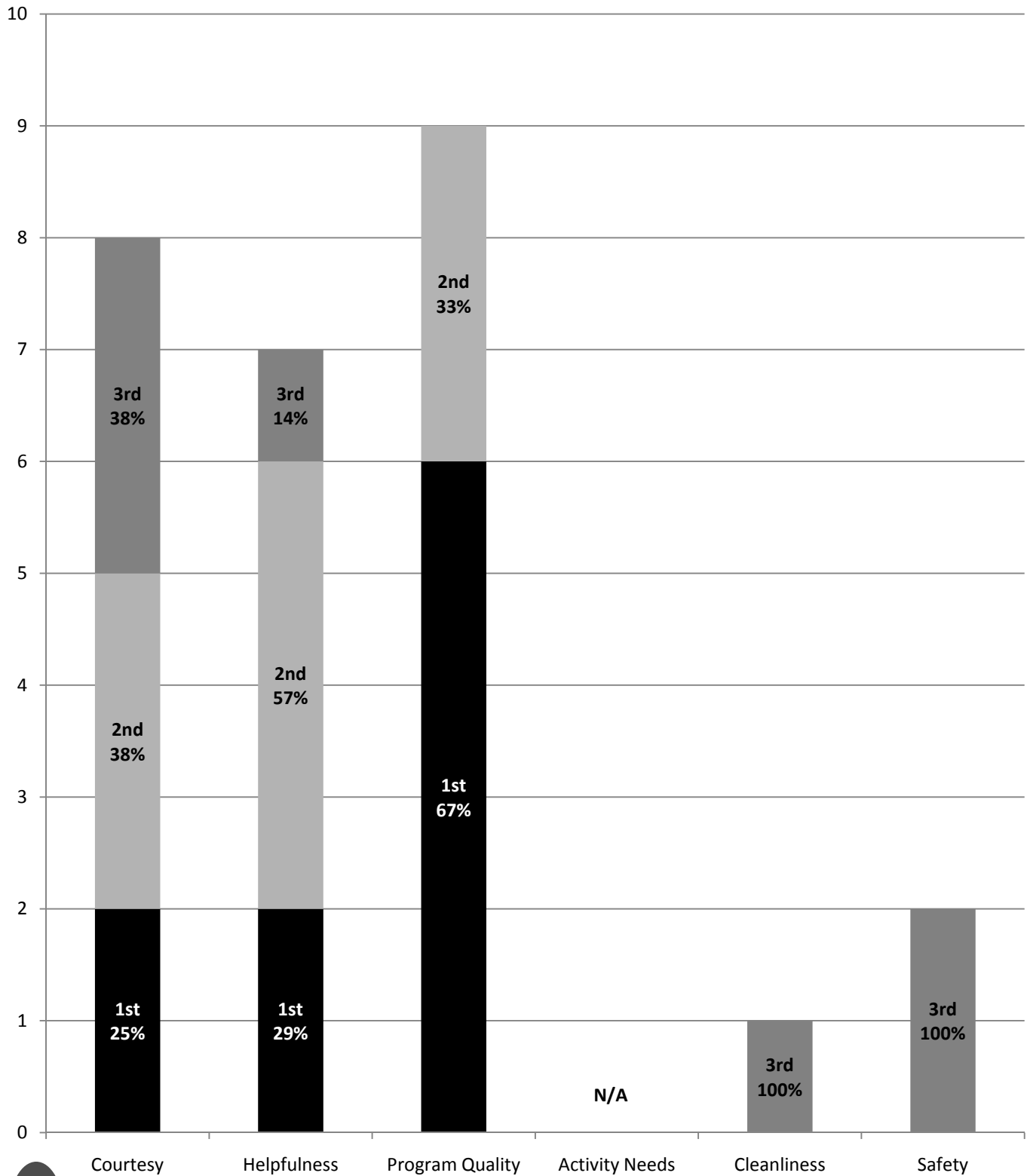


Surveys Received by Month



Q3 FY2010: Brookside Nature Center – 27 Surveys Received Jan-Mar

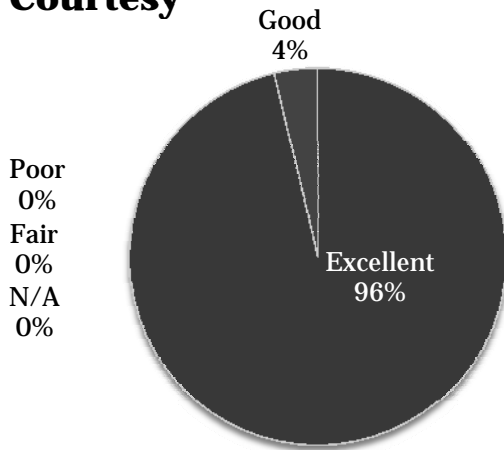
Brookside Nature Center Most Important Service Factors



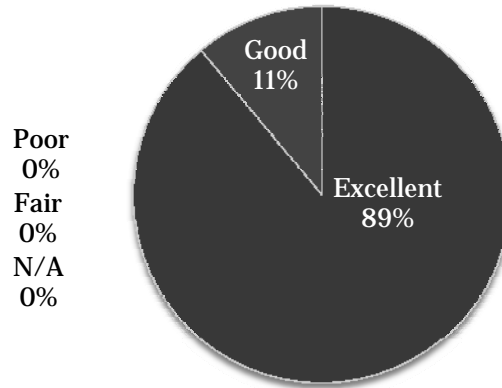
Brookside Nature Center

Service Ratings

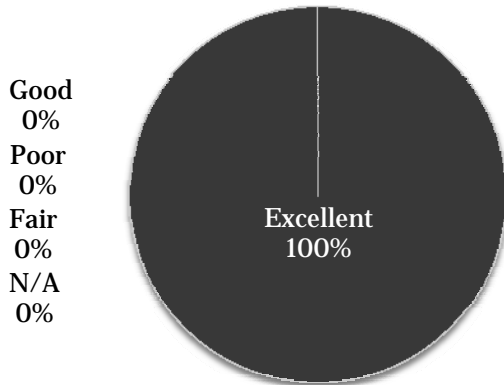
Courtesy



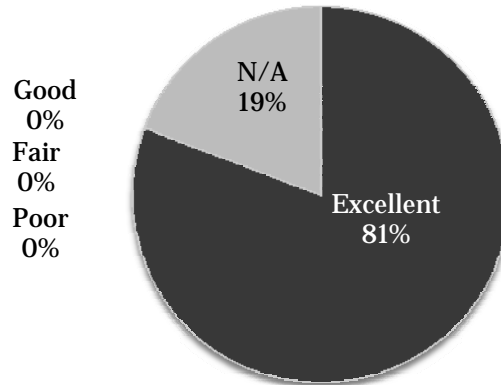
Helpfulness



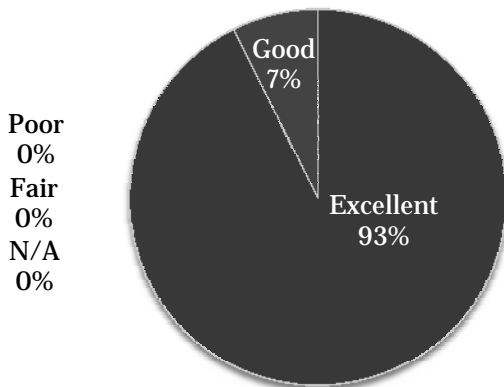
Program Quality



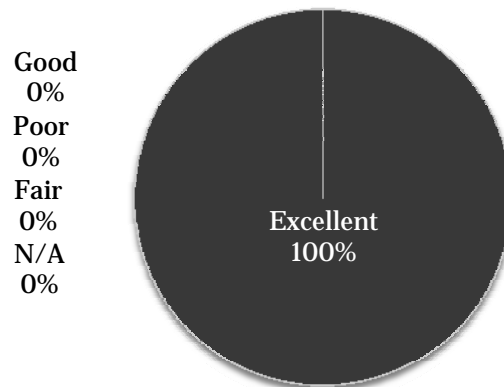
Activity Needs



Cleanliness

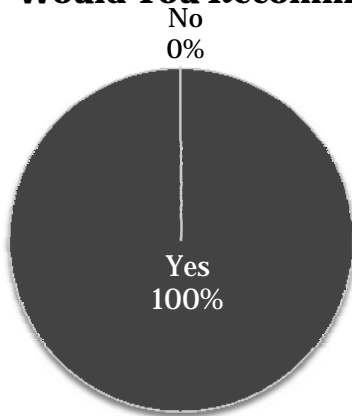


Safety

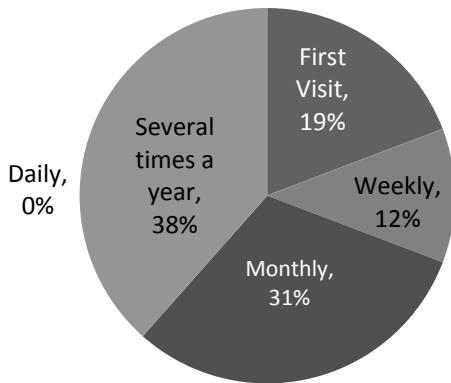


Brookside Nature Center

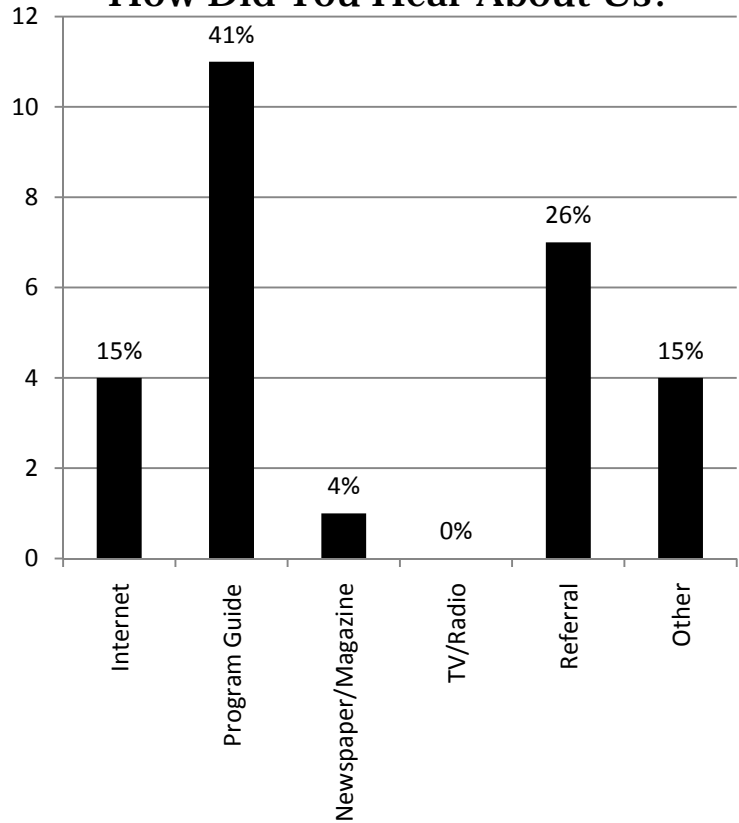
Would You Recommend



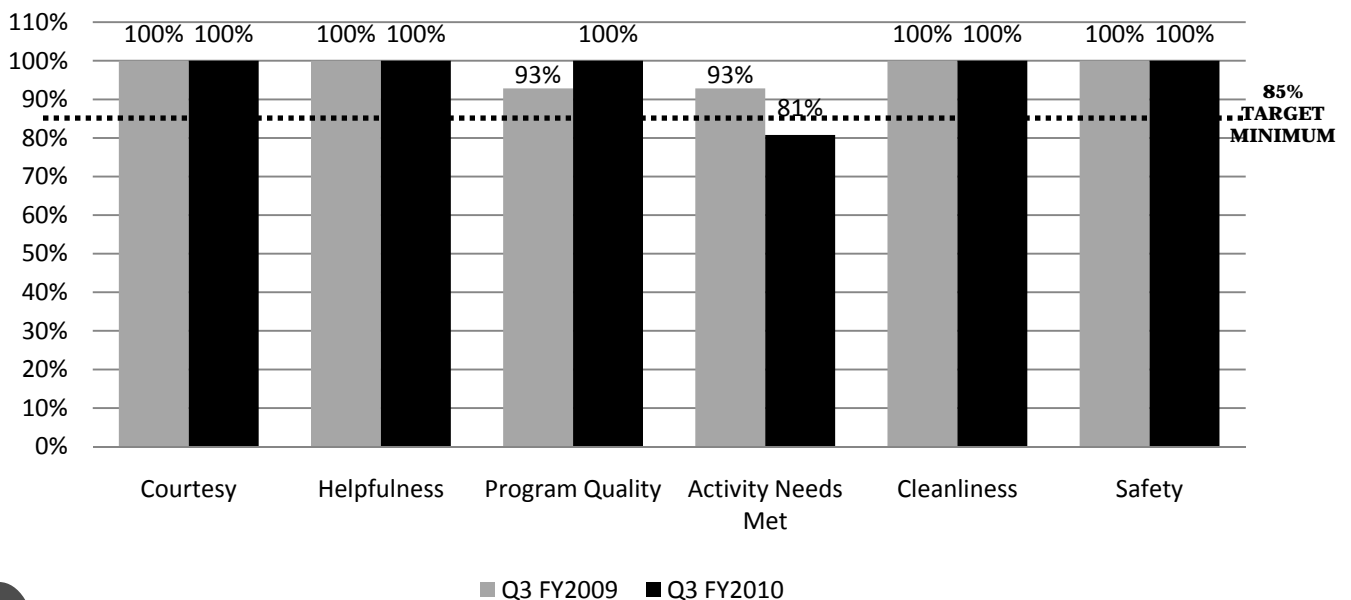
How Often Do You Visit?



Frequency, User Recommendation, Summary How Did You Hear About Us?



"Excellent" and "Good" Ratings



Conclusions

Brookside Nature Center (BNC) received 27 surveys for this reporting period, a increase of 48% when compared to the Q3 FY2009 reporting period. Survey collection peaked in February.

Program Quality ranked as the most important service factor during this survey period. The facility received an aggregated “Excellent” and “Good” rating of 100%. Survey respondents described the programs as interesting, attractive and educational.

Courtesy was selected as the second most important service factor and received an “Excellent” rating of 100%. Visitors commented that the staff was courteous, helpful and friendly.

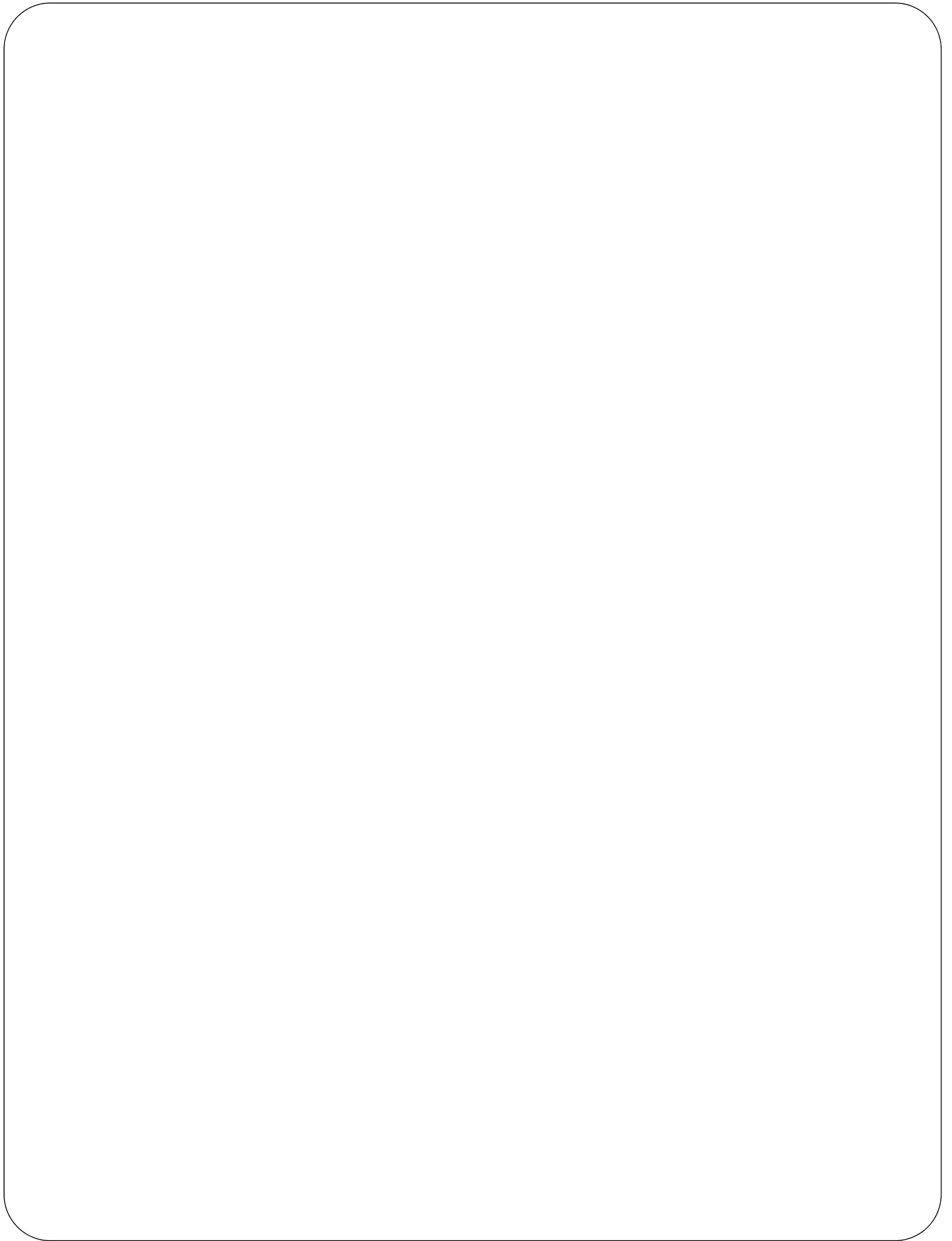
Surveyed users chose Helpfulness as the third most important service factor and 100% rated Helpfulness as “Excellent” and “Good”.

Forty-two percent (42%) of respondents visit regularly (those who visit on a daily, weekly or monthly basis) and 19% were first time customers. Most of the respondents (41%) learned of the facility via the Program Guide and 26% were referred by a friend. One hundred percent (100%) of those surveyed said they would recommend BNC to others.

Overall, ratings for Brookside Nature Center are outstanding and well above the targeted minimum of 85% for all service factors, with the exception of the rating received for Activity Needs (81%). The remaining 19% of the responses received for BNC were N/A or not applicable. BNC did not receive any Poor or Fair ratings indicating that 19% of the visitors who participated in the survey most likely did not participate in any of the facility’s programs.

BNC should endeavor to significantly improve upon its survey collection to achieve better insight regarding its performance based on a larger sample of visitor feedback.

BNC may consider instructing staff to perform onsite intercepts to distribute survey cards in an attempt to increase survey collection.



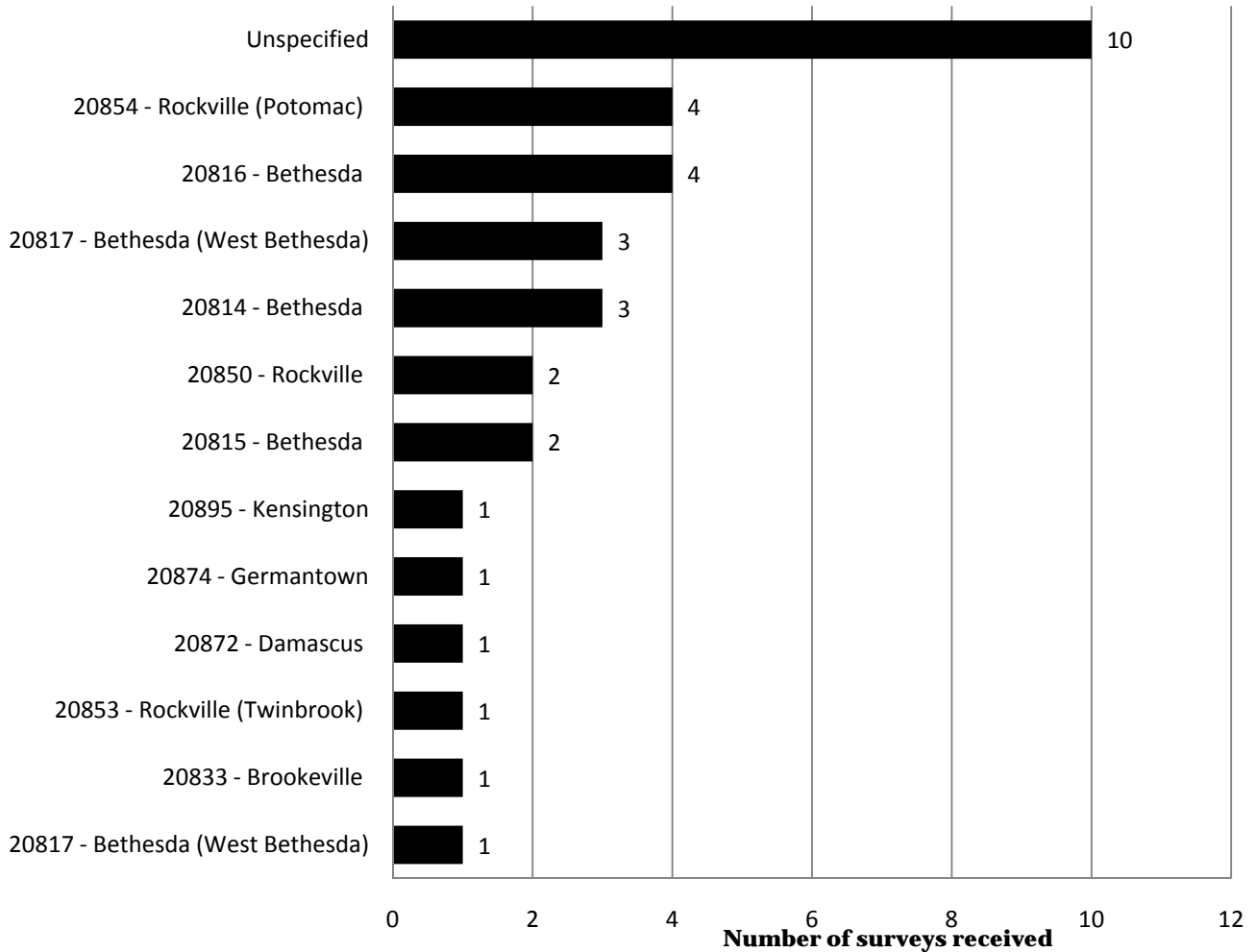
Cabin John Ice Rink

**Q3 FY2010
Survey Results**

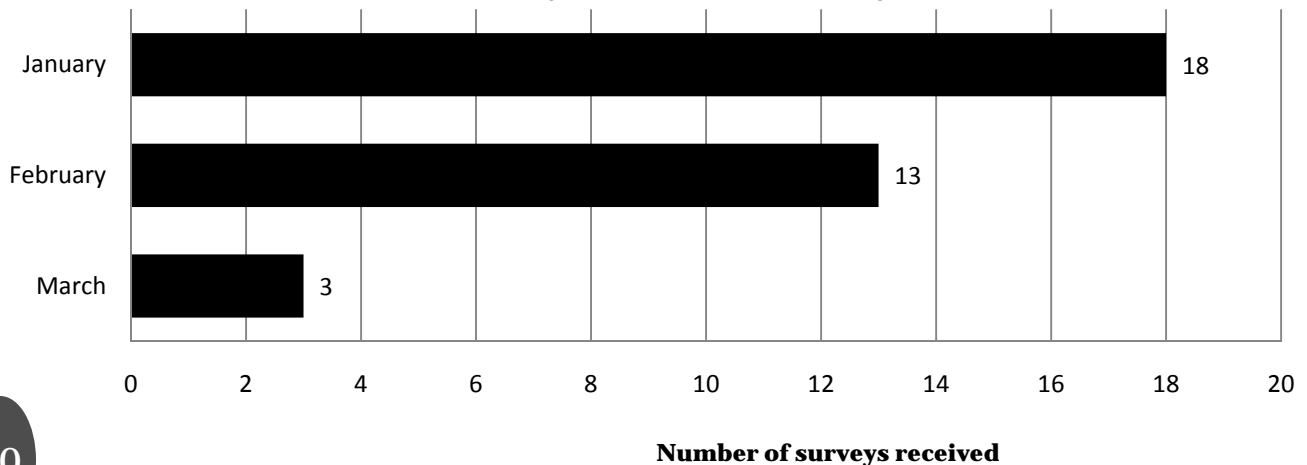
Cabin John Ice Rink

Zip Code and Monthly Trends

Surveys Received by Zip Code

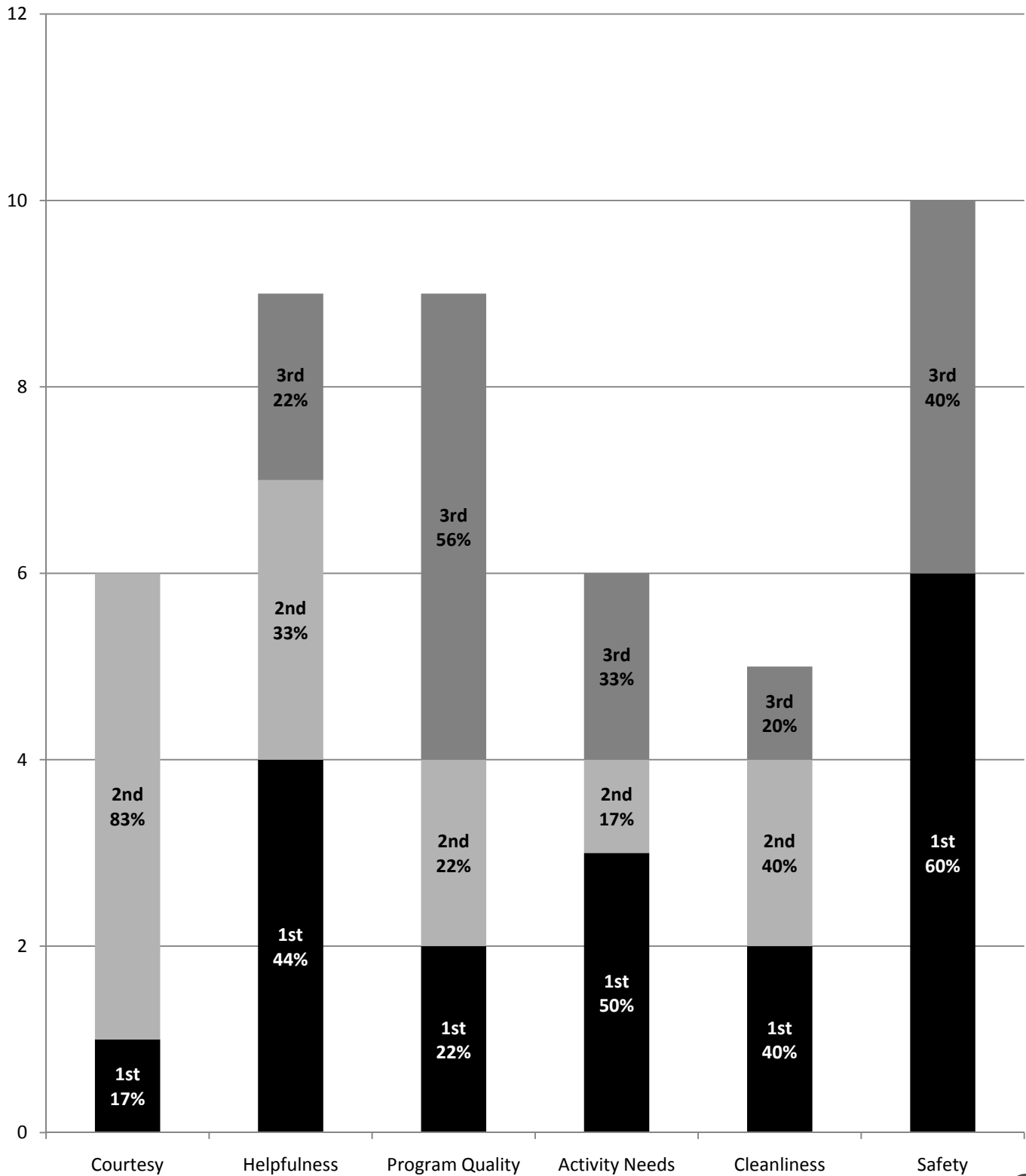


Surveys Received by Month



Cabin John Ice Rink

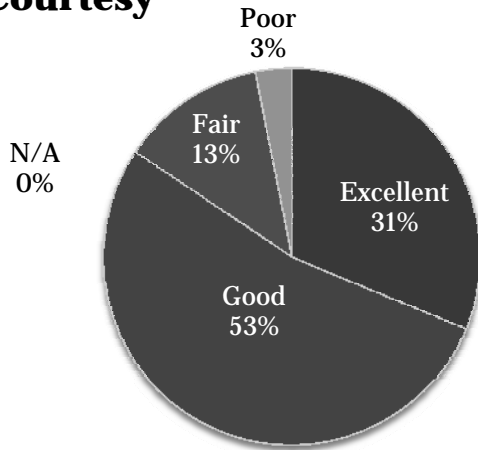
Most Important Service Factors



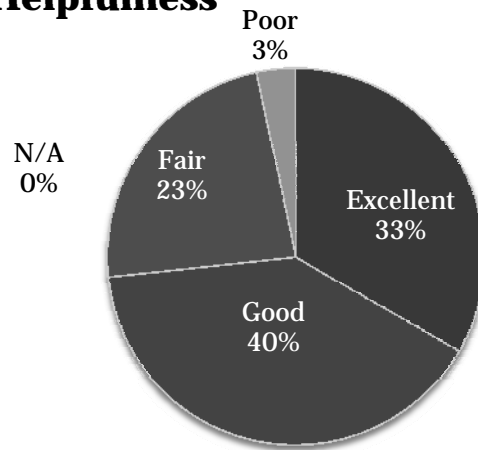
Cabin John Ice Rink

Service Ratings

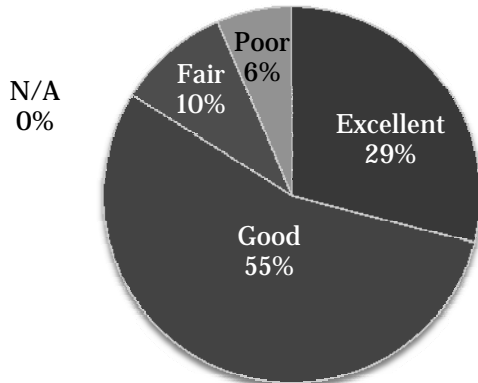
Courtesy



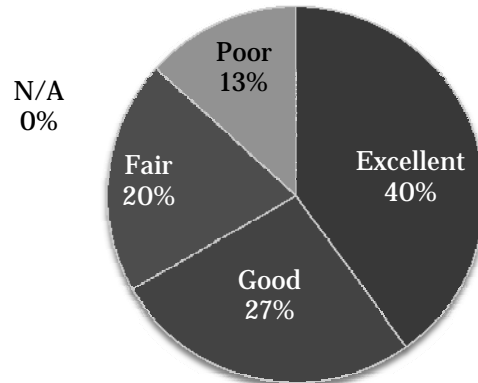
Helpfulness



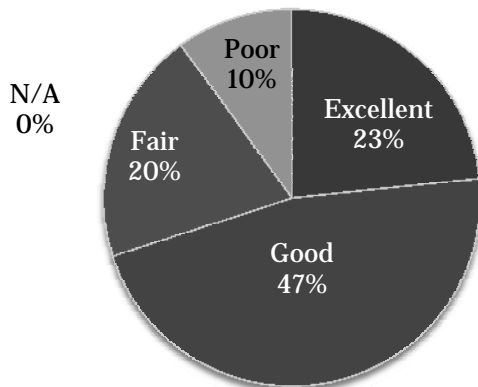
Program Quality



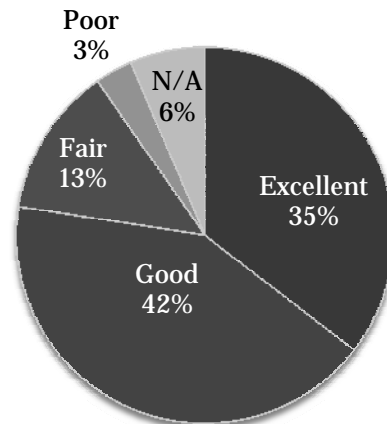
Activity Needs



Cleanliness

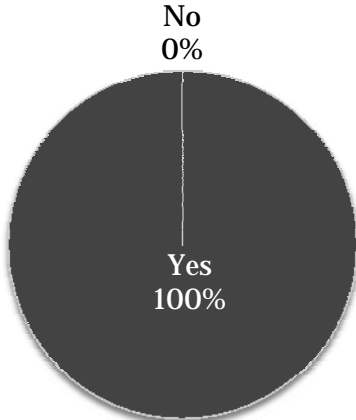


Safety

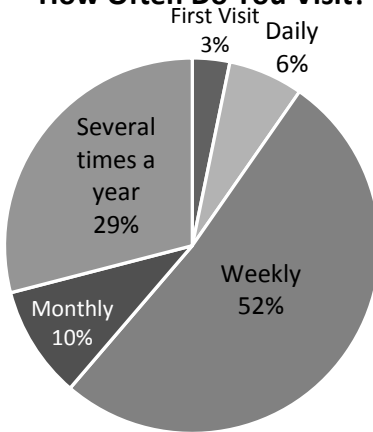


Cabin John Ice Rink

Would You Recommend

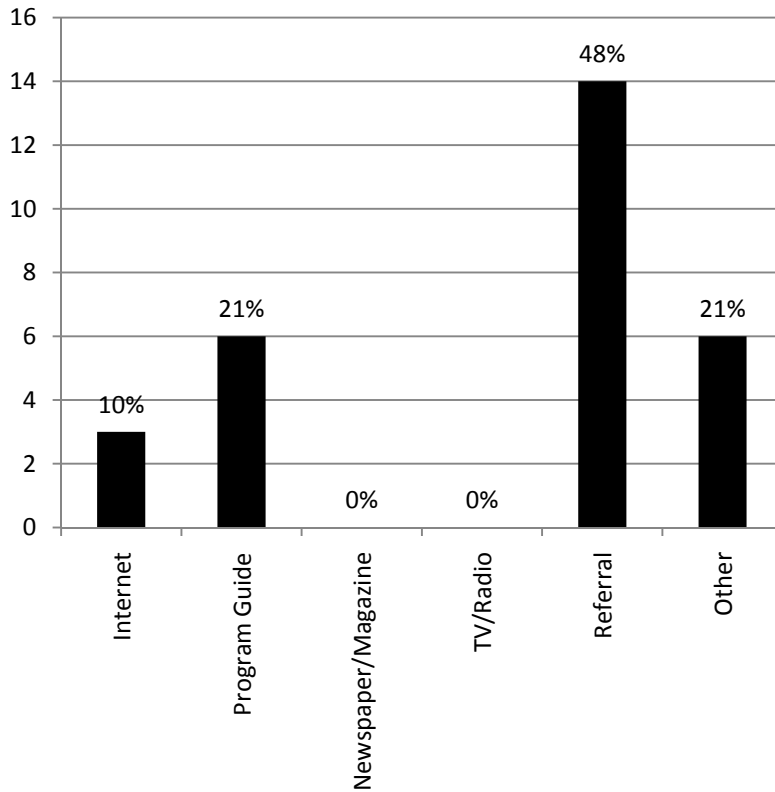


How Often Do You Visit?

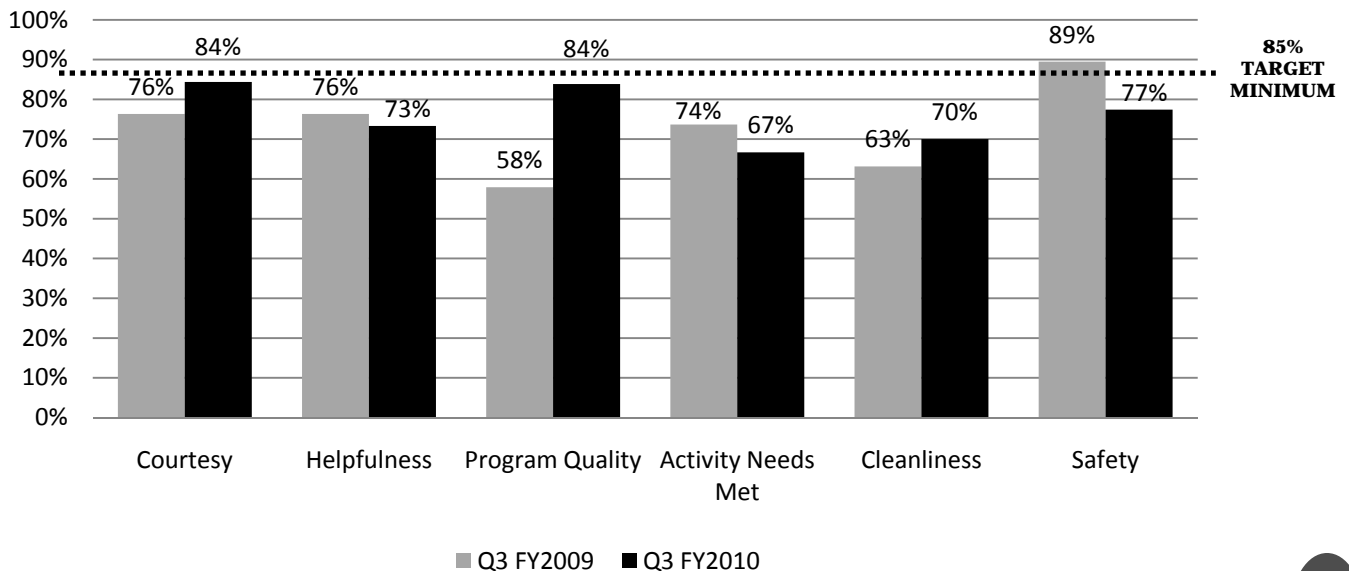


Frequency, User Recommendation, Summary

How Did You Hear About Us?



“Excellent” and “Good” Ratings Year-Over-Year



Conclusions

Cabin John Ice Rink (CJI) received 34 surveys for this reporting period, a decrease of 18% when compared to the Q3 FY2009 reporting period. There is much room for improvement in survey collection for this facility. Based on the number of attendees visiting CJI during this reporting period, 247 surveys should have been collected for CJI to achieve the targeted .1% of total attendance. Survey collection for CJI peaked in January.

All of Cabin John Ice Rink's ratings for this reporting period are below the targeted minimum of 85%.

Safety ranked as the most important service factor during this survey period. The facility received a rating of 77% when aggregating the "Excellent" (42%) and "Good" (35%) ratings for Safety, which is a 12% decrease when compared to the Q3 FY2009 reporting period.

Helpfulness was selected as the second most important service factor and received an "Excellent" (33%) and "Good" (40%) aggregated rating of 73% this reporting period. This is a reduction of 3 percent when compared to the same period last year. Some survey respondents who were students complained about the time it took to purchase tickets and suggested that there be two lines: one for the general admission and one for students.

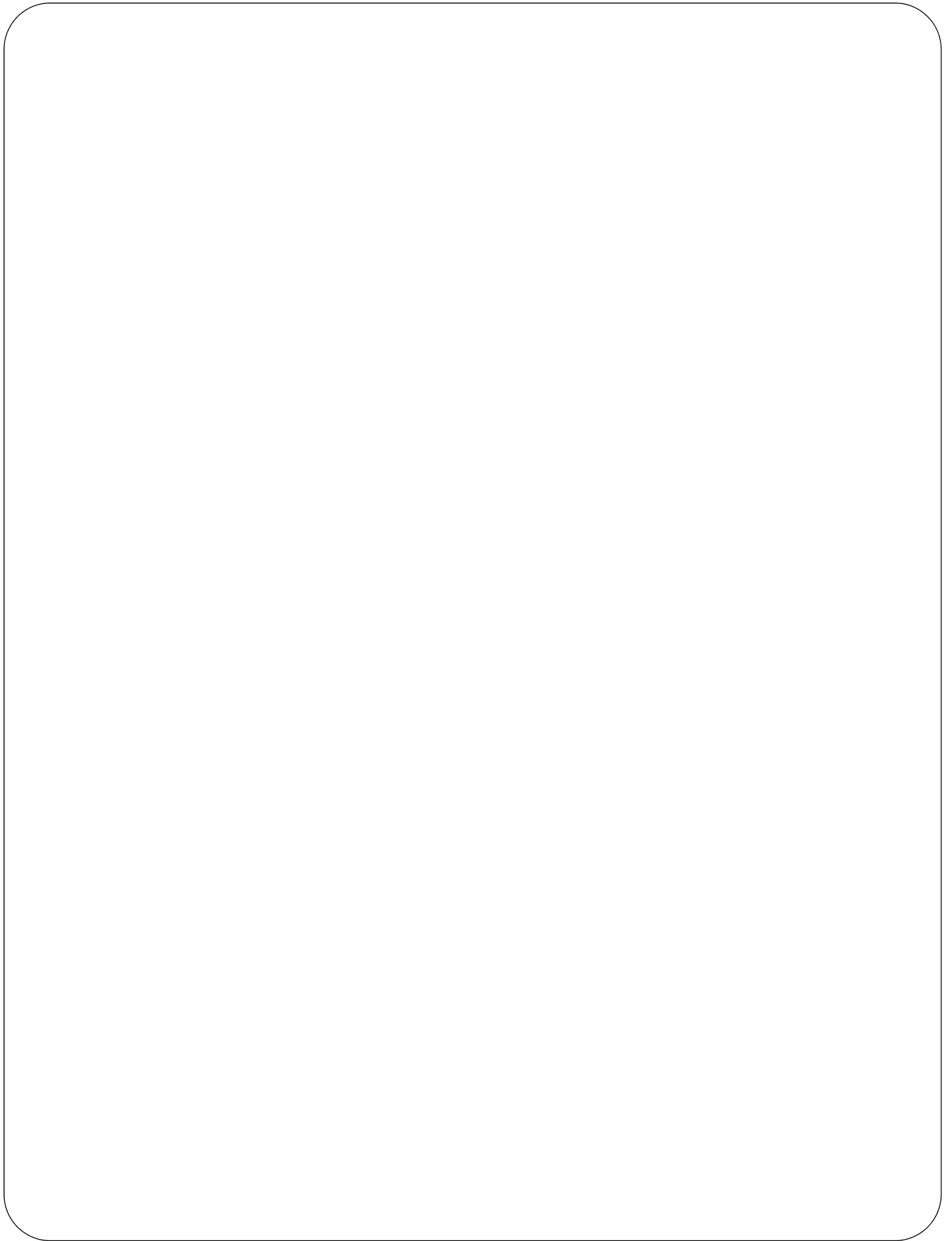
Surveyed users chose Program Quality as the third most important service factor and 84% rated Program Quality as "Excellent" and "Good". This represents a 7% decrease when compared to the Q3 FY2009 reporting period.

Sixty-eight (68%) of respondents visit regularly (those who visit on a daily, weekly or monthly basis) and 3% were first time customers. Most of the respondents (48%) learned of the facility via referrals. CJI has been experiencing a steady increase in friend referrals (32% in Q1FY2010 and 44% in Q2FY2010) and may want to consider developing a referral program to reward visitors for their loyalty and to further capitalize on this trend.

Although CJI received ratings below the target minimum during this survey period, 100% of survey respondents indicated that they would recommend the rink to a friend.

CJI should endeavor to significantly improve upon its survey collection to achieve better insight regarding its performance based on a larger sample of customer feedback.

CJI may consider instructing staff to perform onsite intercepts to distribute survey cards in an attempt to increase survey collection.



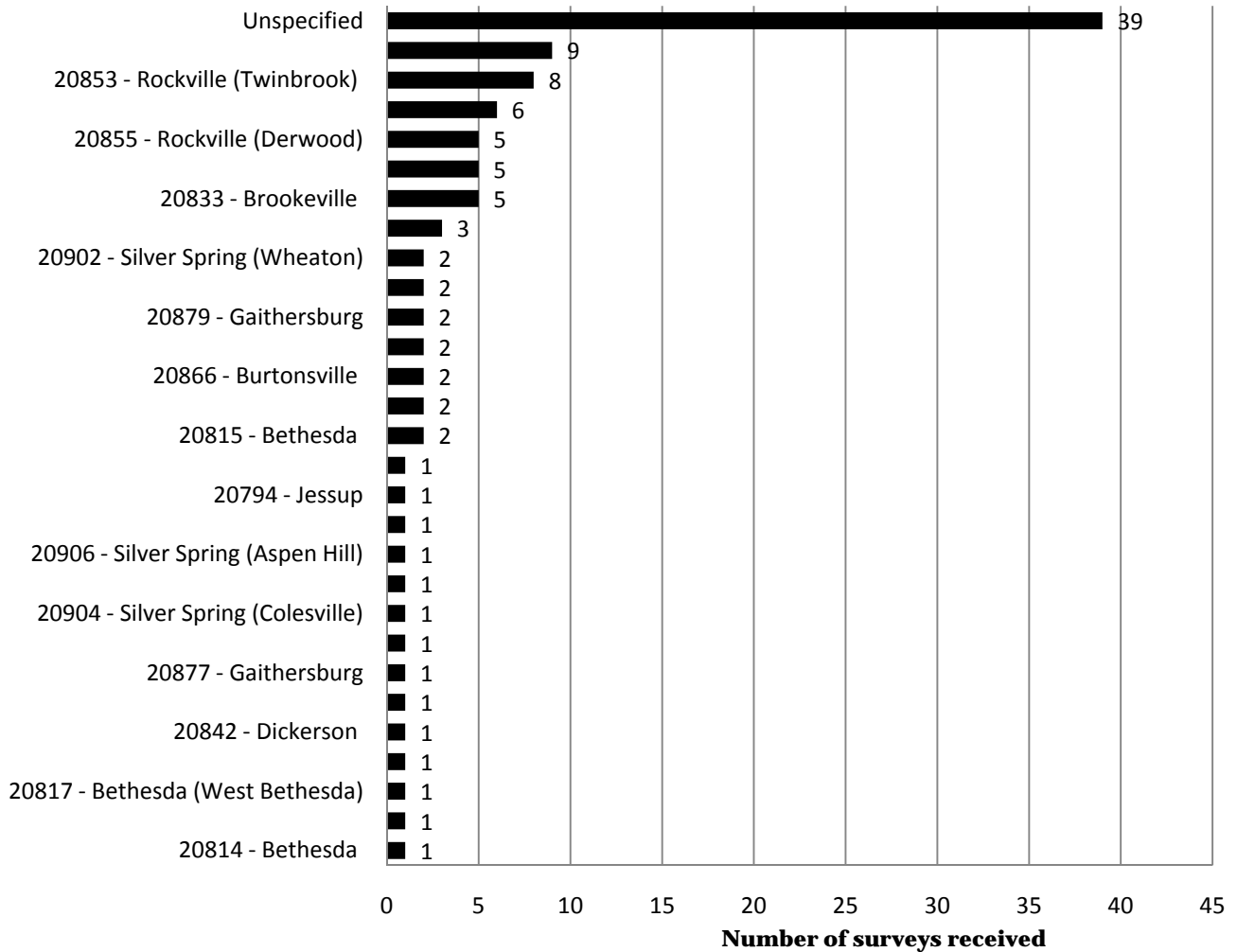
Meadowside Nature Center

**Q3 FY2010
Survey Results**

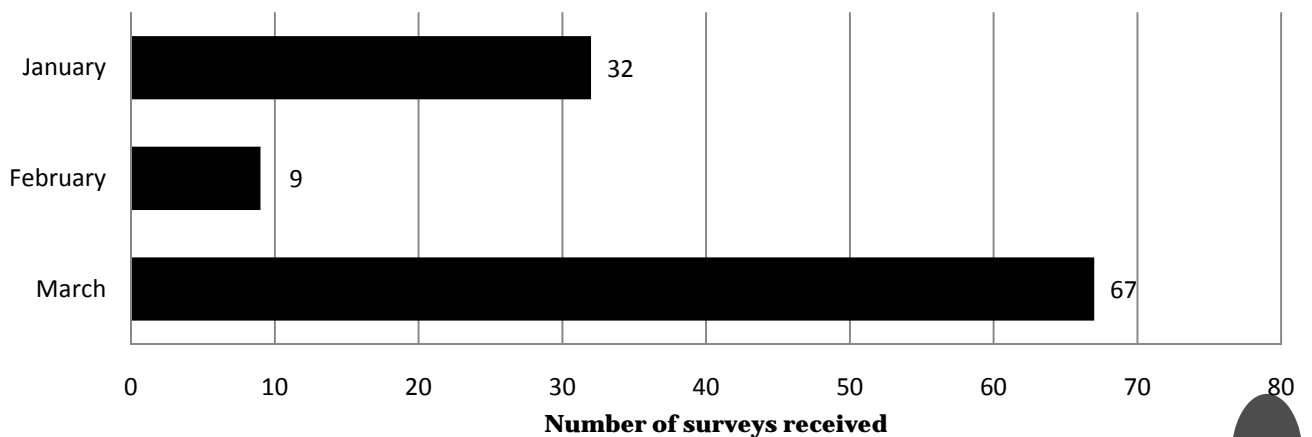
Meadowside Nature Center

Zip Code and Monthly Trends

Surveys Received by Zip Code

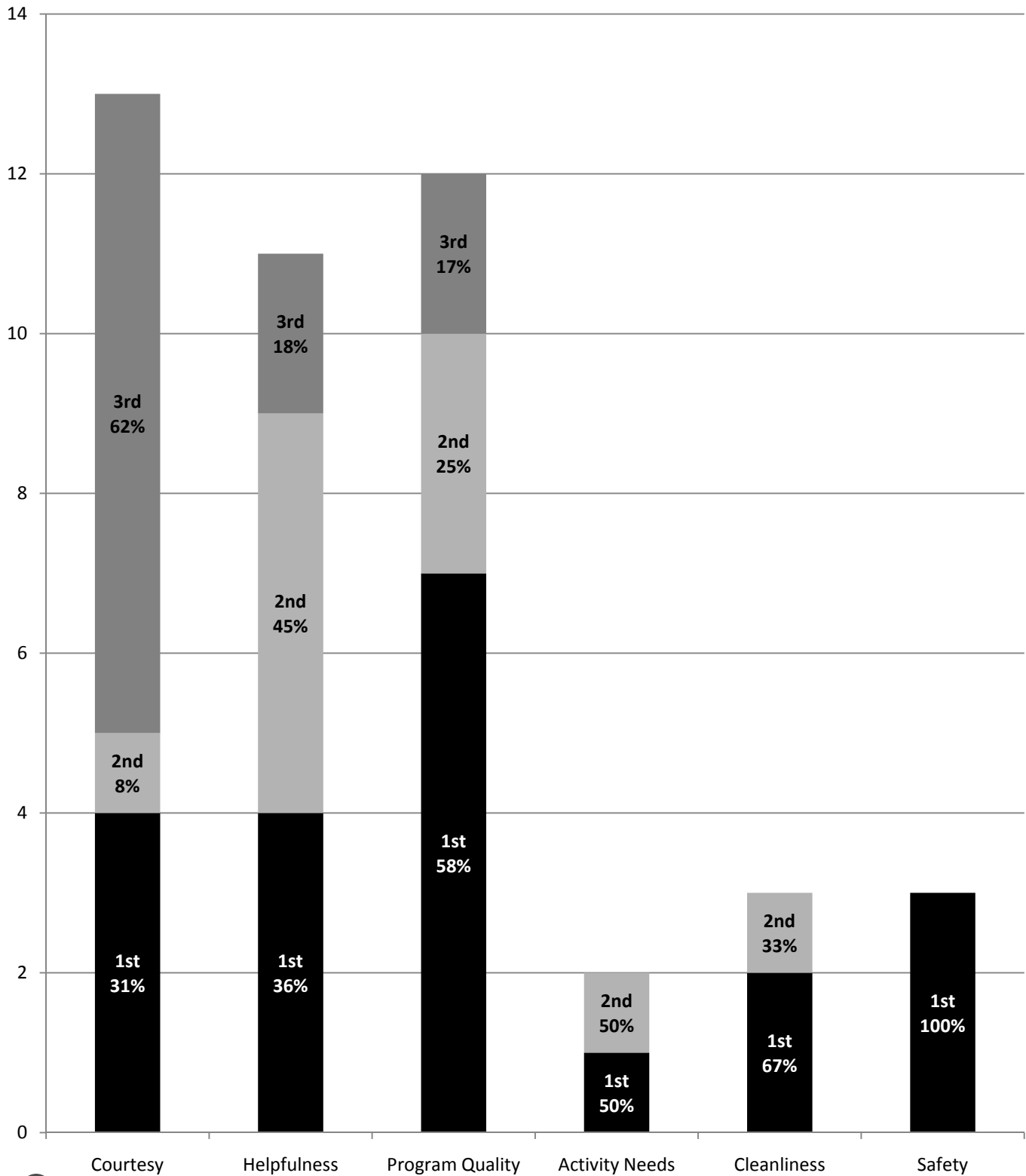


Surveys Received by Month



Meadowside Nature Center

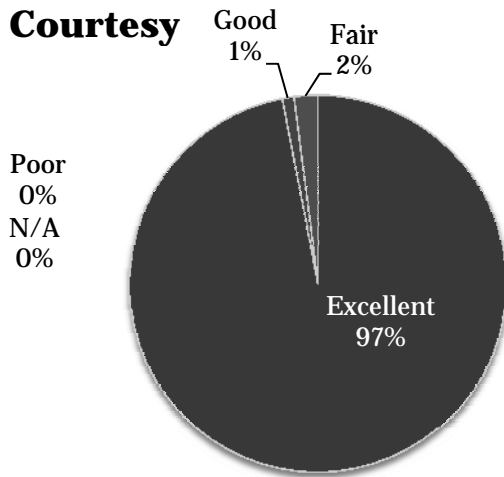
Most Important Service Factors



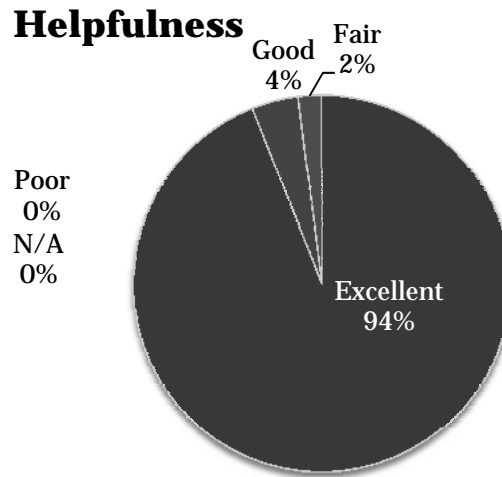
Meadowside Nature Center

Service Ratings

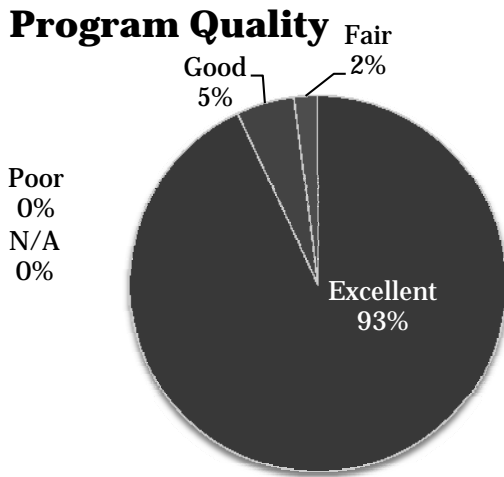
Courtesy



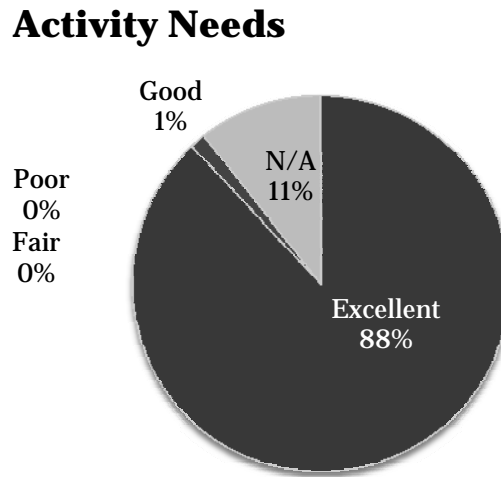
Helpfulness



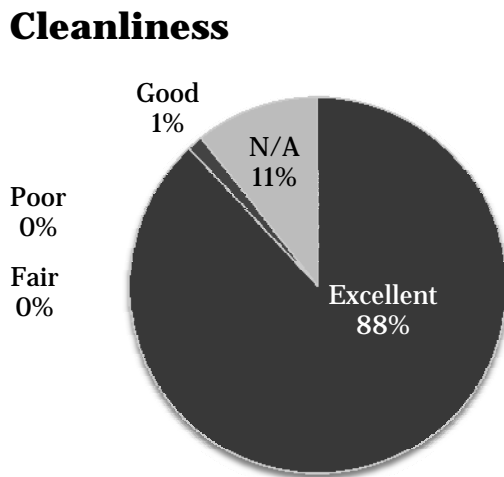
Program Quality



Activity Needs



Cleanliness

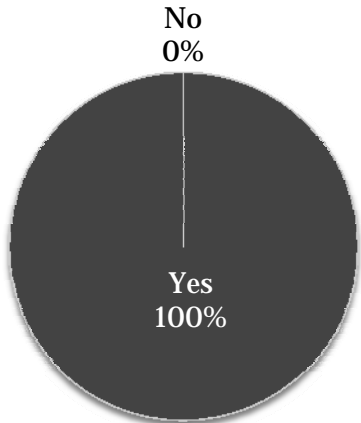


Safety

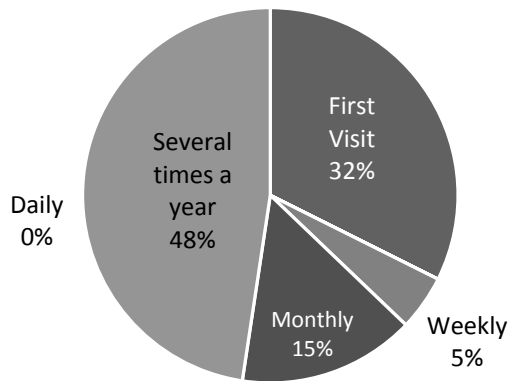


Meadowside Center

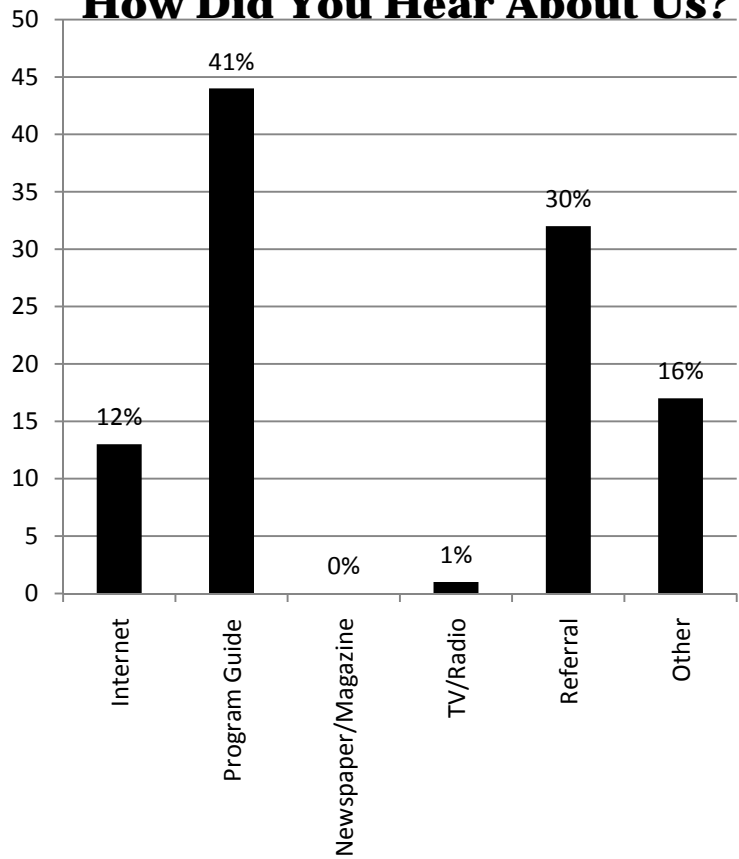
Would You Recommend



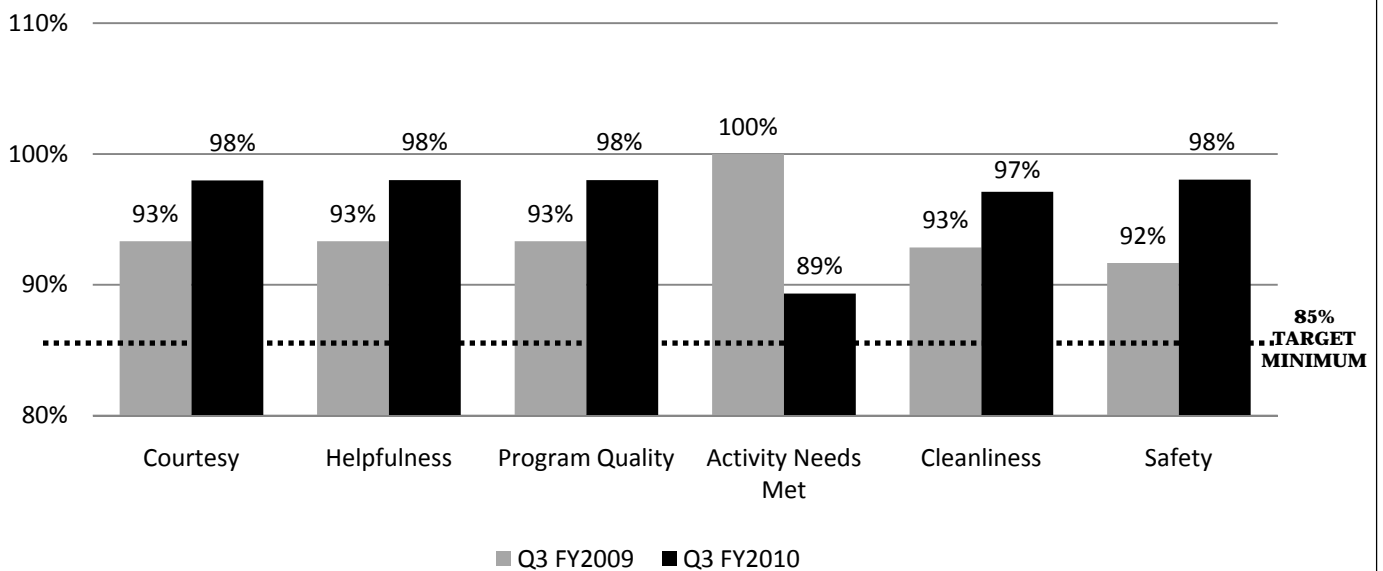
How Often Do You Visit?



Frequency, User Recommendation, Summary How Did You Hear About Us?



"Excellent" and "Good" Ratings



Conclusions

Meadowside Nature Center (MNC) received 108 surveys for this reporting period, a significant increase of 86% when compared to the Q3 FY2009 reporting period. Survey collection for MNC peaked in March.

Courtesy ranked as the most important service factor during this survey period. The facility received a rating of 98% when aggregating the “Excellent” (90%) and “Good” (8%) ratings for Courtesy resulting in an increase of 5% when compared to Q3 FY2009 results.

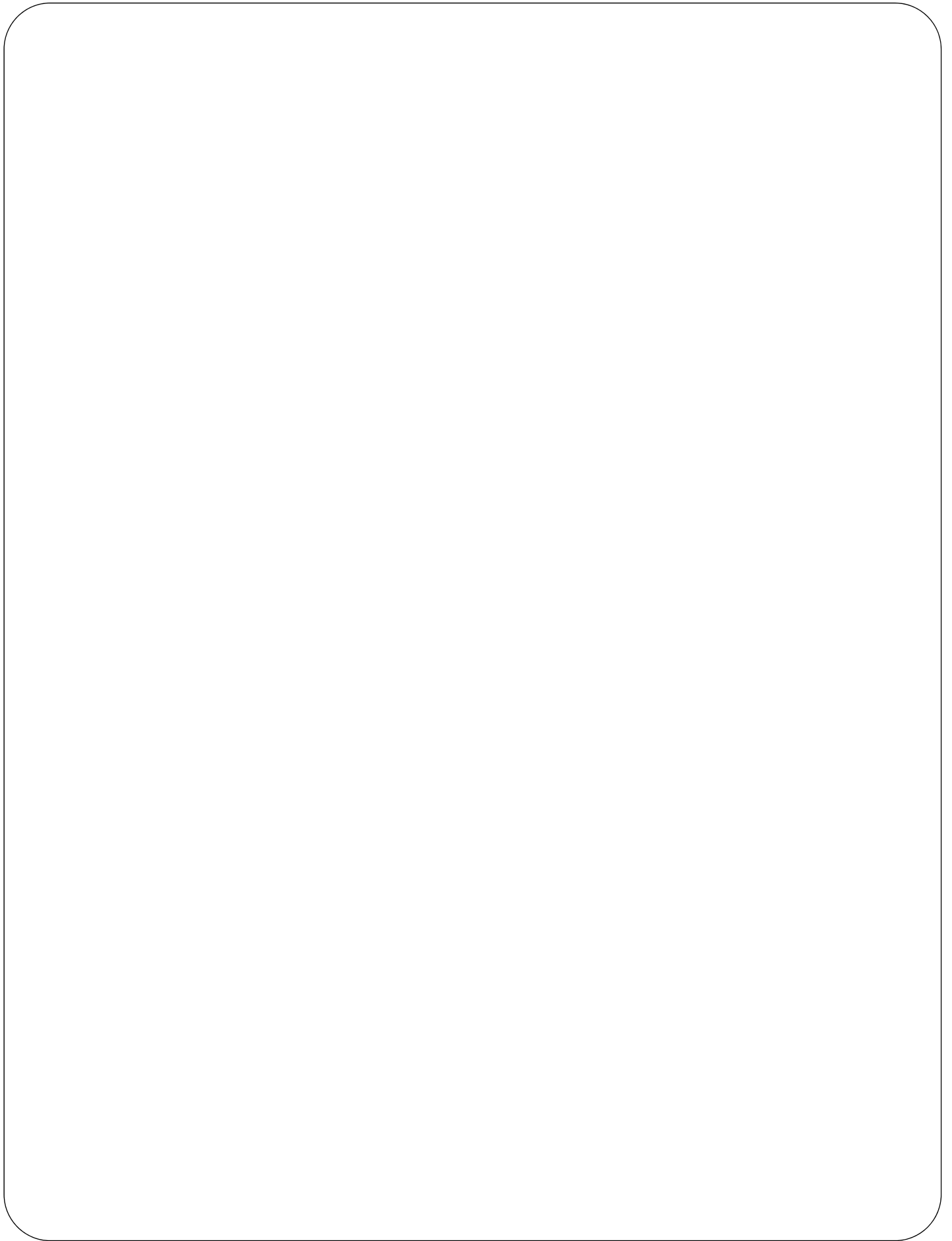
Program Quality was selected as the second most important service factor and received a combined “Excellent” (93%) and “Good” (5%) rating of 98%. Survey respondents described the facility as educational and fun. Visitors stated that MNC staff was knowledgeable, friendly and wonderful when interacting with students.

Surveyed users chose Helpfulness as the third most important service factor and 98% rated Helpfulness as “Excellent” and “Good”, which is a 5% year-over-year increase. MNC’s improvements indicate that managers are paying attention to needs of customers and taking steps to address concerns.

Twenty percent (20%) of respondents visit regularly (those who visit on a daily, weekly or monthly basis) and 32% were first time customers. Most of the respondents (41%) learned of the facility via the program guide. One hundred percent (100%) of those surveyed said they would recommend MNC to others.

Overall, ratings for Meadowside Nature Center are very good and above the targeted minimum of 85% for all service factors. In addition, MNC should be commended for its survey collection efforts resulting in a significant increase in the number of surveys collected during this survey period.

MNC may consider instructing staff to perform onsite intercepts to distribute survey cards in an attempt to increase survey collection.



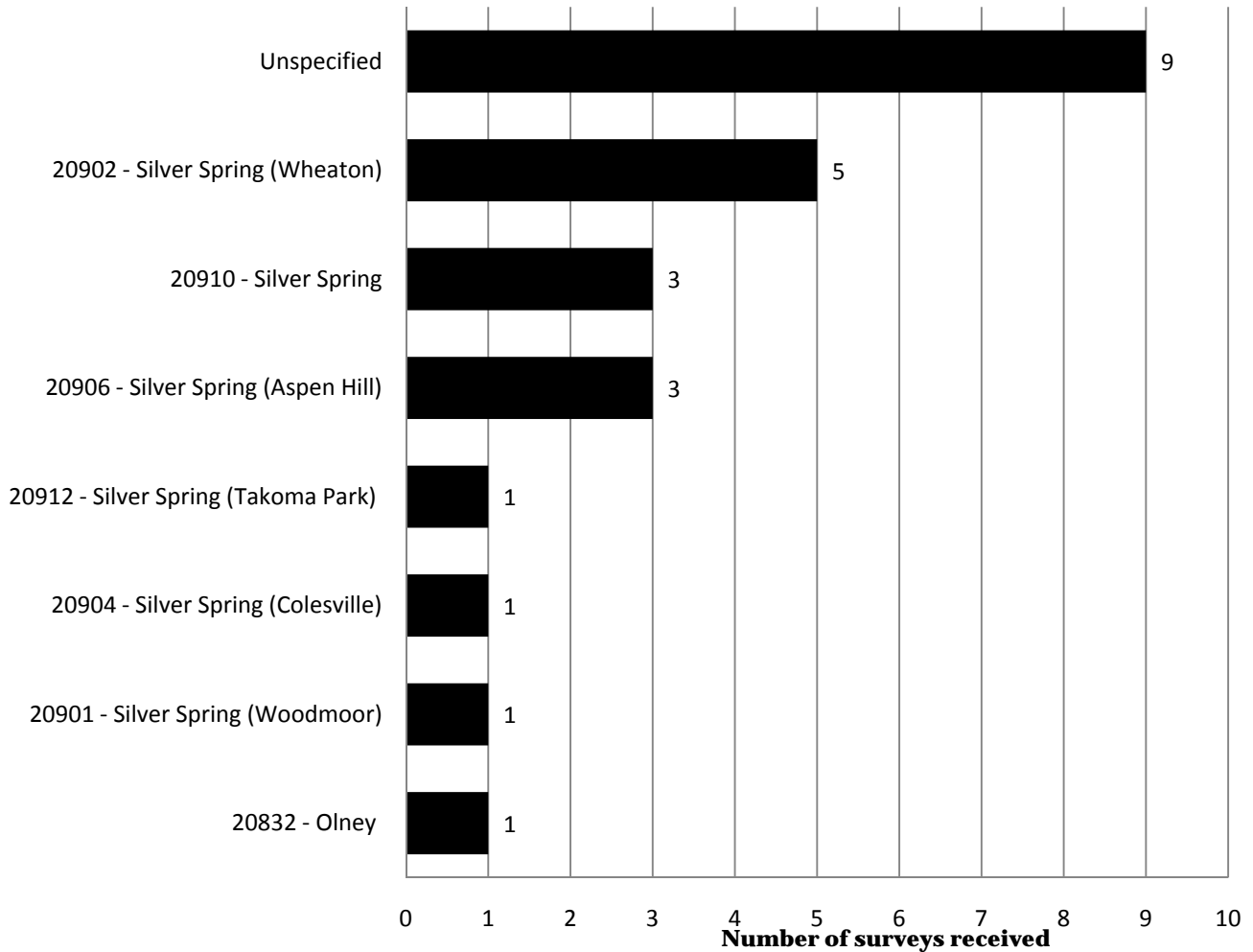
Wheaton Ice Arena

**Q3 FY2010
Survey Results**

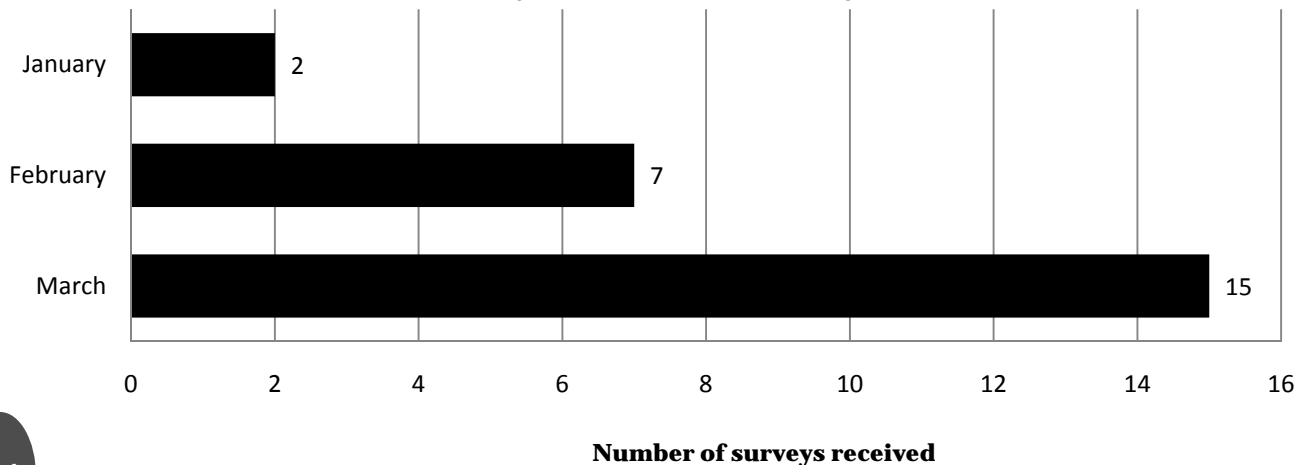
Wheaton Ice Arena

Zip Code and Monthly Trends

Surveys Received by Zip Code

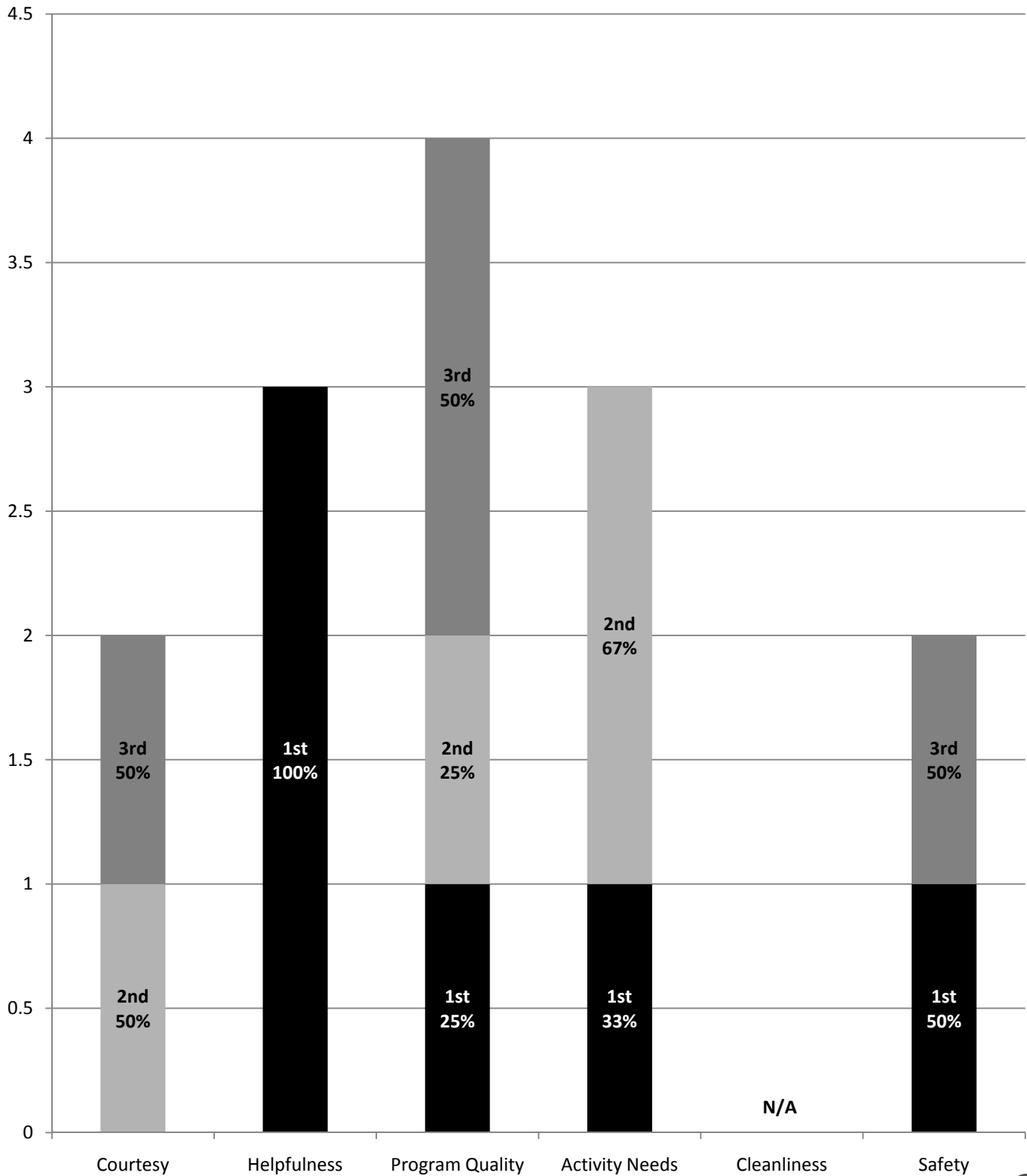


Surveys Received by Month



Wheaton Ice Arena

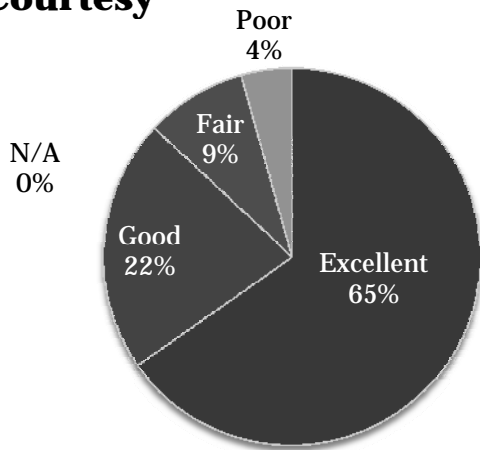
Most Important Service Factors



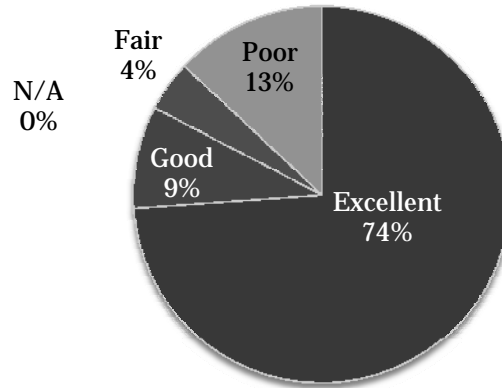
Wheaton Ice Arena

Service Ratings

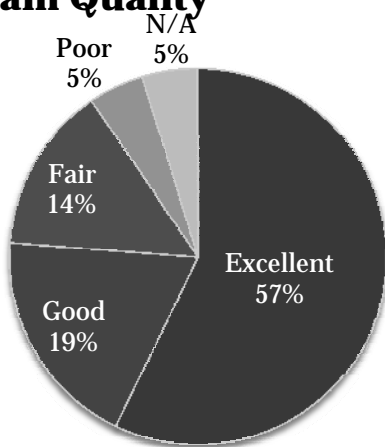
Courtesy



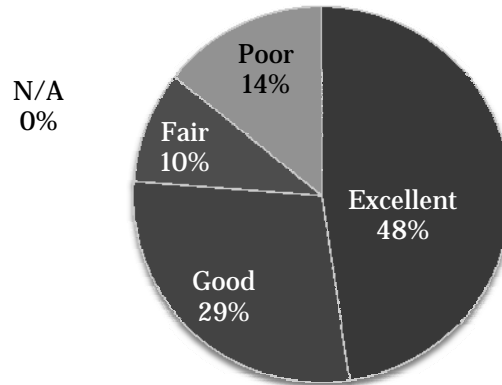
Helpfulness



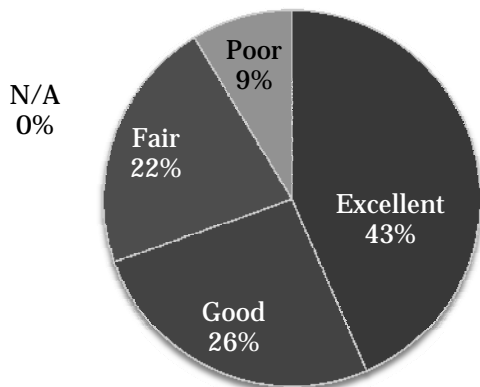
Program Quality



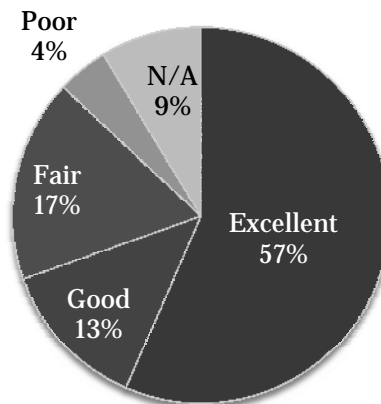
Activity Needs



Cleanliness



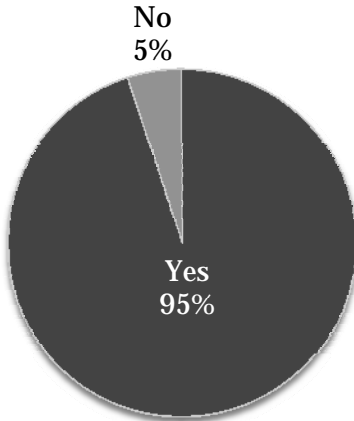
Safety



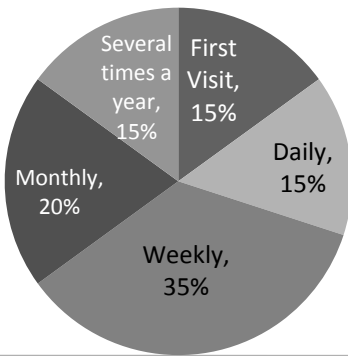
Wheaton Ice Rink

Frequency, User Recommendation, Summary

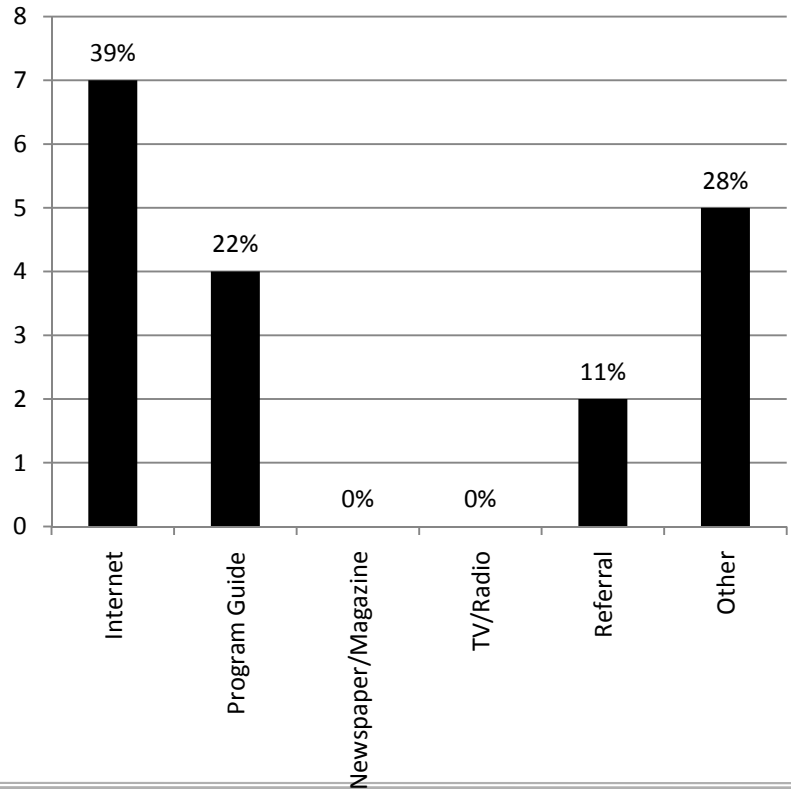
Would You Recommend



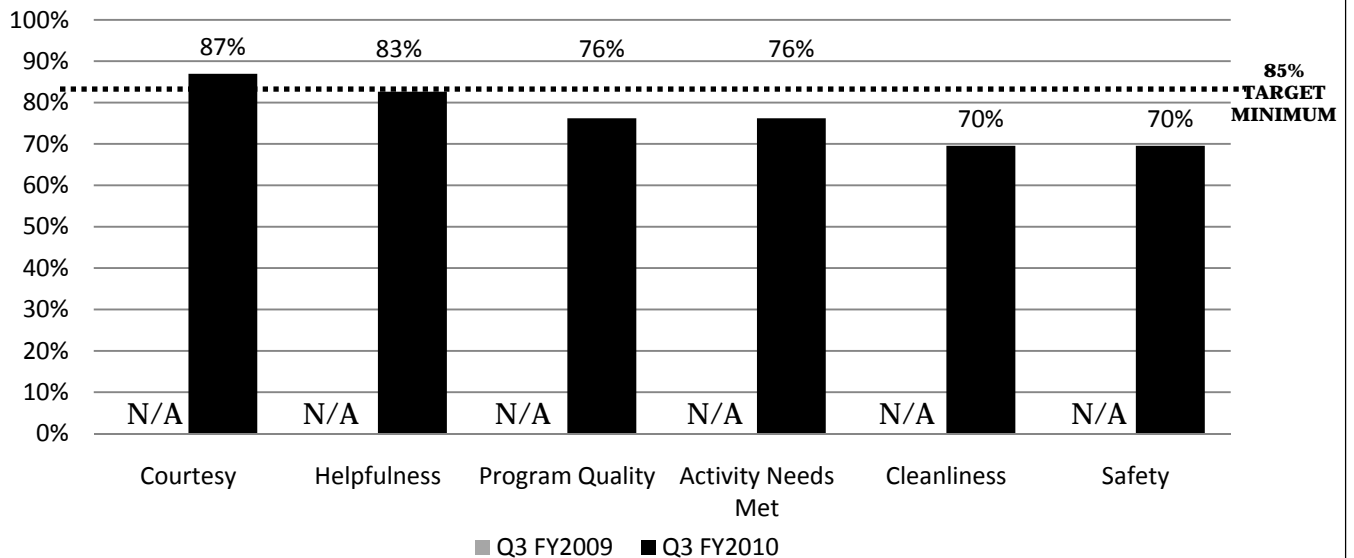
How Often Do You Visit?



How Did You Hear About Us?



“Excellent” and “Good” Ratings Year-Over-Year



N/A – not available due to insufficient surveys collected

WIR had insufficient survey collections for the Q3FY2009 survey period. Year over year analysis cannot be provided.

Q3 FY2010: Wheaton Ice Arena – 24 Surveys Received Jan-Mar

Conclusions

Wheaton Ice Arena (WIA) received 24 surveys for this reporting period. WIA did not collect enough surveys to be included in the Q3 FY2009 report, so a year-over-year comparison can not be provided. However, when compared to Q2FY2008, WIA Survey collection was unchanged. Survey collections for WIA peaked in March. There is still room for improvement in survey collection for this facility.

Program Quality ranked as the most important service factor during this survey period. The facility received a rating of 76% when aggregating the “Excellent” (57%) and “Good” (19%) ratings for Program Quality, which is a 26% increase when compared to the Q2FY2008 report. Fourteen percent (14%) rated Program Quality as “Fair” and 5% rated it as “Poor”. Customers complained about the facility not having enough skates for tots and customers also requested more adult only skating sessions.

Helpfulness was selected as the second most important service factor and received an “Excellent” rating of 83%, which is a 26% increase when compared to Q2FY2008. Four percent (4%) rated Helpfulness as “Fair” and 13% rated it as “Poor”. Customers complained about rude life guards and that the life guards were not paying attention.

Surveyed users chose Activity Needs as the third most important service factor and 77% rated Activity Needs as “Excellent” and “Good”, which is a 35% increase when compared to the Q2FY2008 report. This rating, which is 8% below the target minimum (85%), reflects comments mentioned above regarding the customer’s desire for additional adult skating sessions.

Seventy percent (70%) of respondents continue to visit the facility regularly (those who visit on a daily, weekly or monthly basis) and 15% of the survey respondents were first time visitors during this survey period. Thirty-nine percent (39%) of the survey respondents learned about the facility and/or its programs via the internet and 28% either visited regularly or learned about the facility from road signs or billboards at Wheaton Train. Ninety-five (95%) of those surveyed said they would recommend WIA to others.

WIA is still well below the targeted minimum of 85% for Program Quality (76%), Activity Needs (77%), Cleanliness (69%) and Safety (70%).

In addition, WIA should endeavor to significantly improve upon its survey collection to achieve better insight regarding its performance based on a larger sample of customer feedback.

WIA may consider instructing staff to perform onsite intercepts to distribute survey cards in an attempt to increase survey collection (e.g. active solicitation at the skate rental return, snack bar and special events).