

We're Listening & Responding

2010 Eastside YMCA Survey Results

**Number of Respondents:
188 members**

**48% of Respondents
Utilized the Y
2 – 3 days a week**

**92% rated their
Overall Satisfaction
as either Excellent
or Good**

**75% reported a
“Sense of
Belonging”
at the Y**

**Areas of Suggested
Changes:
Improve Scheduling
More/Better Equipment
Improve staff, services**

We did hear you...

During spring 2010, the YMCA of Greater Erie surveyed members regarding their satisfaction with our facility. From the Eastside branch, there were 188 returned forms. We greatly valued this input as this information is critical to the growth and development of our YMCA. We have been working over the past few months to define the best plan to address your concerns as well as highlight the positive aspects that were discussed.

You feel a Sense of Belonging

75% of our respondents reported that they experienced a high sense of “connectedness” to other members. There was also a reported sense that the YMCA is a community leader in promoting healthy habits and that the Y builds strong relationships with its members. In general, these scores were higher than the national average and we love to hear that we are serving you correctly in certain areas.

Our Plan to Serve You Better....

As a result of this survey, we have implemented an action plan with our key staff to address **having the staff know you by name, encourage friendliness and pledge there is cleanliness in all areas of our facility.** We believe that we can work harder to satisfy our members in these areas.

Through meetings, trainings and clearly defined steps, it is our goal to improve these issues that you highlighted. For example, our staff will be

required to wear nametags and will be more accountable to be accessible to our members. Our staff's motto has become:

Friendliness & Cleanliness.

We have identified key staff to be Hospitality Champions to help guide all of our staff to be the friendly people you know as the Y staff. All of our departments are becoming proactive with working with our property & maintenance team to help maintain a clean facility for you and the community that we serve. We have realigned personnel, changed staff schedules, hired new maintenance personnel and are working with a consultant to help us serve you better. Finally we will begin our process of posting our member comments with staff replies on a bulletin board as another step in our communication to you, our members.

Addressing Areas of Suggested Change:

The three areas that rated the highest in suggested change were: improving scheduling, providing better or more equipment and improving staff and services.

Improve Scheduling – Our staff are working on adding more group exercise classes to our evening and weekend schedules. Zumba is our most popular class and we are asking our instructors

to help us serve you better by adding more of these classes to the schedule. Our aquatics department is working on improving open swim and lap times to the indoor pools schedules. We have had requests to add more Pilates and yoga classes and are working with instructors/schedules to add more of these classes. As with any change, it takes time and we appreciate your patience as we go through our growing pains. We think you'll agree that it is worth it.

More & Better Equipment – We are happy to say that we had anticipated this need in the Wellness Center prior to the survey and had already started addressing this issue. 13 new and improved Keiser spinning cycles were purchased and replaced the other outdated ones in April 2010. During our annual shutdown, 14 state of the art Hoist strength machines will be added in the Wellness Center. We are also in the negotiation process of trading in our elliptical machines for newer state of the art machines and also adding more pieces to our cardio equipment.

Improve staff, services – In April 2010, twenty of our Eastside Y staff members participated in the first YUSA Regional Training that was held in Erie. Some of the courses included: Foundations of Group Exercise Certification, Creating the Member Experience, Keys to Member Engagement, Principles of YMCA Youth Work, Supervision and Project Management. Our campaign **Friendliness & Cleanliness** is kicking off this August and we hope you will notice the positive changes. We also will be adjusting staff schedules to service our members and keep our building cleaner. You will notice our new look after our annual shut down. We invite you to attend our annual Open House for the community on Sat. October 23, 2010 to celebrate the 150th anniversary of the YMCA of Greater Erie.