

Magnetic Hill Zoo and Park (Levels of Service to Public) July 2020 - June 2021 Results

Leisure and Culture Program

Pillar	Department Goal	Department	Division	Service Name	Sub Service	Direct Customer	Service Definition	Service Component	Current Service Level	Target Achieved 2020-2021	Target Achieved 2019-2020	Target Achieved 2018-2019	Results / Comment
Economy	To build a sustainable and financial plan that responsibly balances the necessity of staff, animal and visitors	Magnetic Hill Zoo and Park	Magnetic Hill Zoo	Magnetic Hill Zoo	Admissions, Guest Service, Retail, Activities	Zoo patrons	A public service to ensure all customer service needs and services are met during their visit.	Customer Service	<ul style="list-style-type: none"> Provide excellent customer service Target: 90% of patrons surveyed are either "completely" or "mostly" satisfied with the service received (July and August) 	95%	Yes	Yes	100% of the visitors that responded were satisfied with their visit. 95% of the visitors would definitely recommend the Zoo to others, with the other 5% stating they would probably. Visitors expressed that the Zoo grounds were clean and well maintained and that the Covid signage and Covid one way loop was clear and easy to follow. It was noted that only 70-80% of guests agreed that their visit provided an educational experience or protected endangered species. This could indicate the need to increase the zoos educational level of service to the general public? * NOTE: due to Covid only 1/4 of the normal surveys were completed during the season.
Environment	To remain Atlantic Canada leading zoo that educates and inspires conservation action	Magnetic Hill Zoo and Park	Magnetic Hill Zoo	Magnetic Hill Zoo	Education Programs	School children	A public service provided, in both official languages, to inspire participants with an educational activity that encourages an appreciation of animals and inspires conservation action.	Educational Services	<ul style="list-style-type: none"> Provide educational and fun school visits for ages 5-16 Target: 90% of children surveyed are either "completely" or "mostly" satisfied with their group visit experience. 	100%	-	Yes	<ul style="list-style-type: none"> Due to school restrictions related to Covid, no school visits were possible in April to June 2021. However, we were able to offer some Home School camps and received a rating of 100%
						Birthday party children			<ul style="list-style-type: none"> Provide educational and fun summer birthday parties for ages 5-16 Target: 90% of children surveyed are either "completely" or "mostly" satisfied with their birthday party experience 	0%	No	No	<ul style="list-style-type: none"> Covid related closures caused all spring 2021 parties to be cancelled.
						Experience programs			<ul style="list-style-type: none"> Provide educational and fun behind the scene or exclusive experience programming Target: 90% of participants surveyed are either "completely" or "mostly" satisfied with their experience 	92%	Yes	Yes	<ul style="list-style-type: none"> Behind the Scenes with the big cats 92% Enrichment workshops 100%
						Summer camp patrons			<ul style="list-style-type: none"> Provide educational and fun summer camps for ages 5-16 Target: 90% of parents surveyed are either "completely" or "mostly" satisfied with their children camp experience 	0%	Yes	Yes	<ul style="list-style-type: none"> Covid related restrictions to programming caused the summer camps to not be offered in June 2020.
						Zoo Standards			Animals / Patrons / Employees	A public service to enrich the lives of our animals and to provide visitor experiences that inspires a connection to and action for nature.	Healthy animals / inspired patrons and employees	<ul style="list-style-type: none"> Meet Province of NB and Canada's Accredited Zoos and Aquariums (CAZA) standards Target: *100% of the time 	-
Economy	To build a sustainable and financial plan that responsibly balances the management of the park and the safety of our guest and partner	Magnetic Hill Zoo and Park	Magnetic Hill Park	Magnetic Hill Park	Admissions, Guest Service	Patrons	A public service to ensure customer needs and services are positive.	Customer Service	<ul style="list-style-type: none"> Provide excellent customer service Target: 90% of patrons surveyed are either "completely" or "mostly" satisfied with the service received 	-	Yes	Yes	<ul style="list-style-type: none"> No 2020 results for Magnetic Hill as their were very limited guests nor students able to do surveys
				Magnetic Hill Park	Partners of Magnetic Hill Park	Tenant	A public service provided for the efficient management ensure tenants conformity to contract agreement and City of Moncton policies and directives. Provides services necessary for visitor safe access to sites	Satisfied tenants	<ul style="list-style-type: none"> Magic Mountain: Address known issues, within contract, with tenant within 5 business days Target: 90% of the time 	Yes	Yes	Yes	Feedback and collaboration with Magic and Wharf management has been excellent. Areas of discussion this year have been concerning circulation, pond and drain management as well as Covid and Tourism. Extremely positive feedback with Magic operating the restaurant services.
						Tenant	<ul style="list-style-type: none"> Wharf Village: Address known issues, within contract, with tenant within 5 business days Target: 90% of the time 		Yes	Yes	Yes		