

Magnetic Hill Zoo and Park (Levels of Service to Public) July 2022 - June 2023 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 2022-2023	Target Achieved 2021-2022	Target Achieved 2020-2021	Results / Comment
Economy	To build a sustainable and financial plan that responsibly balances the nessescity 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) 	96.44	99%	95%	96.4% of visitors surveyed were satisfied with their visit. The visitors were most satisfied with their animal experience, the customer service and the price. Comments for improvement were size of animal enclosures, lemur and jaguar enclosure, tiger glass, washroom maintenance and vending machines empty or out of order. Boo at the Zoo 2022 recieved a 100% satisfaction and Wild Lights a 98%.
Enviroment	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. 	NA	—	100%	Staffing was not suitable to offer these programs in 2022 or spring 2023.
						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 	100%	100%	92%	Excellent feedback from patrons but only a small portion of programs were offered due to staffing challenges.
						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 	92.8	98%	0%	Feedback from parents of campers revealed that they were satisfied with their camp experience appreciating their camp leaders and the opportunities at zoo. The slight drop in LOS may be contributed to the reduction of programs offered and the staffing issues where there was less quality control due to senior staff not present.
					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 		—	—	<ul style="list-style-type: none"> Self-audited annually; items that need to be addresses relate to delays in Capital projects and Africa development. Work instructions for evaluating animal welfare and contingency during environmental disasters are being improved internally. Solutions are being worked on for single specimens.
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 	92.16	—	—	Good positive feedback received, staffing and student supervision could help improve LOS. 79.5% of visitors are coming from outside of the Atlantic provinces with 7% outside of Canada 2022 season.
				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	Magic Mountain: <ul style="list-style-type: none"> 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 continues to be excellent. Pond maintenance was completed and Traffic Circulation is still pending. Joint marketing again successful.
						Tenant			Wharf Village: <ul style="list-style-type: none"> Address known issues, within contract, with tenant within 5 business days Target: 90% of the time 	Yes	Yes	Yes	