

# We're Listening & Responding

2009  
Grove City YMCA  
Survey Results

**Number of  
Respondents:  
234 members**

**42% of  
Respondents  
utilize the YMCA  
3 days a week**

**91% rated their  
Overall Satisfaction  
as either Excellent  
or Good**

**88% reported a  
"Sense of  
Belonging"  
at the Y**

**Areas of Suggested  
Changes:**

**Expand/Renovate  
Facility**

**More/Better  
Equipment**

**Fee Changes**



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## *We Did Hear You . . .*

During spring 2009, the Franklin-Grove City YMCA surveyed members regarding their satisfaction with our facility. From the Grove City branch, there were 234 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*

88% of our respondents reported that they experienced a high sense of "connectedness" to other members. There was also a reported sense of feeling welcomed at the Y. In general, these scores were rated 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 key staff to address **having the staff know you by name, increasing member involvement and helping our members see the "value" of the YMCA** to their lives as well as to the community. 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. We will increase the opportunities for members to be involved with the YMCA by improving our volunteer services. Finally, we hope to provide members with a sense of higher value on membership and sense of appreciation. This will be achieved through education of what the YMCA provides to the members as well as being more aware of how to meet the needs of our specific community. It is in this step that we will need your assistance. 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.

2010  
Grove City  
Capital  
Campaign

Total Goal: \$5million

**Phase I**

- Multi Purpose Arena
- Teen Center
- Equipment Shop

**Phase II**

- Fitness Center
- Group Exercise Studio
- Elevated Walking Track
- Administrative Offices

**Phase III**

- Therapeutic Pool
- Family Locker Room
- Third Party/ Partner Space

Phase I Capital Campaign may launch as early as this fall so we can help accommodate the junior high students arriving in our backyard in September 2011.

## *Addressing Areas of Suggested Change*

The three areas that rated the highest in suggested change were: need for expanding/ renovating the facility, providing better or more equipment and making fee changes. Board members as well as the staff have been working on ways to meet the expressed needs.

**Expand/Renovate The Facility**– Even prior to this survey, Board members have been meeting to finalize the details of the upcoming additions to our facility. The need is great as we are constantly closing programs for lack of space and scheduling. The new middle school will open next door in September 2011 and we need a place for our young teens to go!

Plans include a three phase expansion. Phase I is a Multi Purpose Arena that will house activities and programs including, deck hockey, in-line hockey, basketball, volleyball, softball, a Teen Center and Equipment Shop. Phase II will be a first floor Fitness Center, renovations to our current Fitness Center to house a Group Exercise Studio, an elevated Walking Track around the new arena and administrative offices. Phase III's plan is for a Therapeutic Pool, Family Locker Room and Third Party Partner Space (still to be determined).

Our plan is to expand the facility by 40,000 square feet, doubling our current building. The estimated cost is over \$4million. Our Phase I Capital Campaign will launch this fall so save your pennies and help raise the roof!

**More & Better Equipment**– We are happy to say that we had anticipated this need in the Fitness Center prior to the survey and had already started addressing this issue. In May 2009, we purchased five machines that were needed. Our two new E-Spinners allow individuals to experience a personal cycling class or watch and listen to their favorite iPod movies and music while they spin away. A new elliptical and treadmill will help reduce the wait time for cardio equipment during our peak hours. In addition, when we open our expanded Fitness Center we will be able to open the center earlier (5am) and extend our evening center hours as well. Just one more reason to expand our Fitness Center and support our Capital Campaign!

**Fee Changes**- We are aware of the need to keep our costs down. Our Membership Committee as well as the board members continually review ways we can add value to your membership while remaining solvent. Please know that your best interests are our primary concern. As an added bonus, starting September 1st, we will be adding Zumba free with your membership.

## *Finally . . . Parking*

We are aware of the limited parking situation and we have heard your concerns. As we begin the implementation of the Capital Campaign in the next year, this will be one of our priorities. We will increase the handicap parking spaces as well as general ones. We understand how this issue can be aggravating, especially in the winter, but please be aware that we plan to address this issue as soon as funds are available. Stop by Dorry's office to see the new plans for our increased parking!