



Perceptions of Quality and Results

for

Community Action Agencies

Dear Weatherization Participant:		Your Opinion Counts!			
Your Community Action Agency is committed to providing you and your family with quality services and facilities. Please take a moment to complete the survey below to let us know how well our services meet your expectations. After you've completed the card, just drop it in the mail. No postage is required. Your responses will be kept strictly confidential. We appreciate your involvement with the Weatherization program and thank you for responding to these questions.					
Sincerely, Your Name and Title					
<i>Please fill in ONE circle for each item below. Use dark ink.</i>					
Incorrect mark: ☒		Correct mark: ■		#0501	
		Excel- lent	Satis- factory	Needs Improving	Unaccep- table
1) Gaining access to CAA services was:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2) How prompt was the delivery of service?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3) How satisfied were you with the services you received?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4) If you weren't satisfied with the services, how was your complaint handled?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5) The quality of services was:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6) How knowledgeable were staff about the services?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7) How well did staff explain the available services to you?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8) How well did the program help you become more self-sufficient?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Yes	No	Don't Know	
9) The staff were courteous and respectful to me and my property:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
10. Please write Comments here and provide details for your responses to questions 3 and 4:					

Sample of a postcard survey on Weatherization

What do people think about the quality and the results of the services they receive from your agency?

Now You Can Find Out!

Overview of the Survey System

The Customer Survey System is a concise process to measure customer perceptions of the quality and results of your agency's services. The **CAA Survey System** is a simple system that:

- Lets you find out how people feel about the quality of services of your CAA;
- Reports the results of the services as perceived by the participant;
- Works for multiple literacy levels;
- Is available in Spanish;
- Is a proven system specifically for CAA's;
- Encourages responses through use of postage-paid response cards;
- Is the most affordable system available to CAA's to accurately measure customer satisfaction;
- Provides you with expert analysis of survey findings in a detailed and understandable written report.

It does this by asking customers a set of questions that are designed to measure the major dimensions of service quality. It also lets you ask questions specifically about your program.

The Process Steps

1. Review the **questions** we drafted about service quality and results.
2. You tell us which **programs** you want surveyed.
3. Tell us which **locations** you want surveyed. We use this to code the response cards.
4. For each location, you can select the specific questions from our list, or you can **draft your own questions**. We will work with you to make them as precise as possible.
5. You estimate the **numbers of people** served at each location. We tell you how many respondents are needed for a valid sample.
6. You **select or adapt "the message"** that will be printed on the card. This is at the top of the postcard and explains the purpose of the survey.
7. You select the method for **distributing** the surveys to participants that works for you.
8. Mail or fax us pages 5-7 when you have made your selections.
9. We draft the postcards and send them to you to get your approval. Then, we print the survey cards and send them to you.
10. The participants fill out the cards and mail them back to us, using our Business Reply Mail permit number which includes pre-paid postage. This increases the number of responses.

11. We tabulate the responses and analyze the results. We will work with you on report formats, types of tables, etc.
12. We can compare:
 - different programs with each other,
 - different locations with each other, e.g. different county offices or Head Start centers,
13. We prepare the confidential report and mail it to you.
14. We provide you with specific recommendations about how to improve customer perceptions of the quality of your services.
15. You read the report, call us to discuss any portion of it -- and use the findings to improve services in your agency.

Report Format.

The report consists of narrative and numerical information based on the survey responses. The survey results are summarized in pie charts, bar graphs, and tables. All numerical information is accompanied by a brief narrative which explains the data.

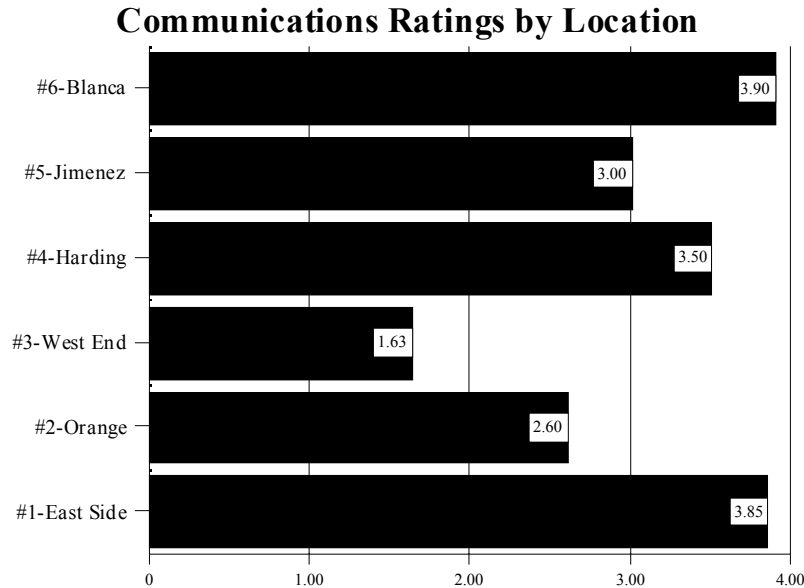
The charts, graphs and tables will show:

- All the responses from each program by location.
- Comparisons of locations for a program by question (all locations on questions 1-x).
- Comparisons of programs with each other, e.g. WX, food, LIHEAP, Head Start, etc.
- Comparisons of your programs/locations with state, regional, and national averages, if available.
- Analysis of responses that may merit additional inquiry or followup.
- Percentage of responses for each question for each program or location, e.g. N = 31 or 42% of people served there.

The narrative for each chart provides an interpretation of the data. Report findings are based on accepted statistical methodologies. This report will be in a card stock cover with spiral binding, or in electronic format, or both. A sample page from the report of the hypothetical "California Community Action Agency (CCAA)" follows.

Figure 1. Weatherization Program Ratings for "Communication"

Figure 1 below shows how respondents answered the question, “How well do staff answer your questions?” The possible answers were: Excellent (4), Satisfactory (3), Needs Improvement (2), and Unacceptable (1). This shows the average for each site.



Although the Blanca, Jimenez, Harding and East Side locations are rated satisfactory or better with regard to Communication, at West End communication could probably improve, as could Orange. It may be that the West End rating on this one program is also causing the overall rating of CCAA’s quality to be lowered as well. The West End center should develop ways to provide more effective communication. (Review the responses to the other survey questions from Orange to figure out if that location also also needs to improve communication systems.)

Costs

The cost of the Customer Survey System is \$3.17 per response that we receive. That includes: the initial design of the survey questions, the printing of the survey cards, the return postage for each card, and our data entry, analysis and report preparation. The table below shows examples of total costs for numbers of surveys received.

If this many surveys were received:	30	50	100	150	200	500
Then this is the total cost:	\$95.10	\$158.50	\$317.	\$475.50	\$634.	\$1,585.

Typically, somewhere between 5% and 30% of the total number of cards that you distribute will be returned. If you leave a pile on the counter, about 5% will be returned. If staff distribute the cards and explain the purpose and value of the survey, then the response rate will go up. We will work with you to identify the numbers needed for a valid survey. You can pre-determine the numbers to be included.

COMMUNITY ACTION AGENCY Customer Survey System IMPLEMENTATION

Fill in the information on the pages 5,6, and 7. If an item does not apply, simply draw an “X” over it. FAX the completed pages to Teresa at 909.790.0670

Your Name: _____

Agency: _____

Address: _____

Phone: _____ Fax _____

Use the table to below to indicate which programs you want to have surveyed. For the programs selected (those you want surveyed), please include all requested information.

Program:	NAME of SITE 1:	# Served at Site 1:	NAME of SITE 2:	# Served at Site 2:	NAME of SITE 3:	# Served at Site 3:
Head Start						
Weatherization						
ECIP						
LIHEAP						
CSBG						
Elderly						
Housing						
Family						
Food Services						
Youth Programs						
Transportation						
Nat. Resources						
Other						
Other						

Copy this and attach additional sheets to show additional locations.

Message From You to Recipients Each survey card can have a message from you to the participants. You may adapt a message from the examples below or construct a message of your own. If you don't want a message on the survey card, "X" out this page. If you do want a message on the survey card, circle the number of the Message you want, or write your own message below. Message #1 is the default message if no indication is made.

Sample Message # 1. Dear (Weatherization Program) Participant:
Your opinion is important to us. Please let us know how we are doing by rating the quality of our services. Your responses will be kept strictly confidential -- this card goes to an independent survey service. Thank you for your cooperation. Your input will help us provide continued quality service to the community.
Sincerely,
John Frank, Executive Director

Sample Message #2. **Dear (Program) Participant:**
Your opinion counts! Please complete the attached survey and drop it in the mail today. The survey you complete will be kept strictly confidential. Your responses on this brief questionnaire will help us to better serve you. Thank you for sharing your comments.
Sincerely,
John Frank, Executive Director

Sample Message #3. Dear (Program) Participant:
The (Name of CAA) is committed to providing you and your family with quality services and facilities. Please take a moment to complete the attached survey card to let us know how well our services meet your expectations. After you've completed the card, just drop it in the mail. No postage is required. Your responses will be kept strictly confidential. We appreciate your involvement with the program/agency and thank you for responding to these questions.
Sincerely,
John Frank, Executive Director

Or Construct Your Own Message Here: *(Please write neatly!)*

The Survey Questions. The survey card will have questions printed on it. Draw a line through any you do NOT want to use. If you wish to add question(s), please write neatly in the space provided.

Excellent Satisfactory Needs Improvement Unacceptable

1. The application process was:
 2. The staff responses to your questions were:
 3. The staff's attention to detail was:
 4. Staff courtesy was:
 5. Staff's knowledge of energy conservation methods was:
 6. How well did the staff do in providing you with services?
 7. The safety of (Weatherization) products is:
 8. The familiarity of Weatherization staff with the needs of your home is:
- () Other Comments:

To include additional questions that you want on the card, please write them in below:

If you want to have the questions on the survey card translated to Spanish, check this box:

Survey Card Distribution Method We will mail the prepared survey cards directly to you for distribution to program participants. If you want to use another method of distribution (e.g. mailed to each person), please describe it below. We will work with you to insure statistical validity for the option you choose.

Now that you've completed pages 5-7, please FAX them to Teresa Wickstrom **(909) 790-0670** or mail them to:

Teresa Wickstrom
Center for Community Futures
PO Box 5309, Elmwood Station
Berkeley, CA 94705

When we receive this from you we will prepare your draft questionnaire(s) and mail them to you for final approval before printing.