

2021 CUSTOMER SATISFACTION

Community Action Partnership of Mid-Nebraska

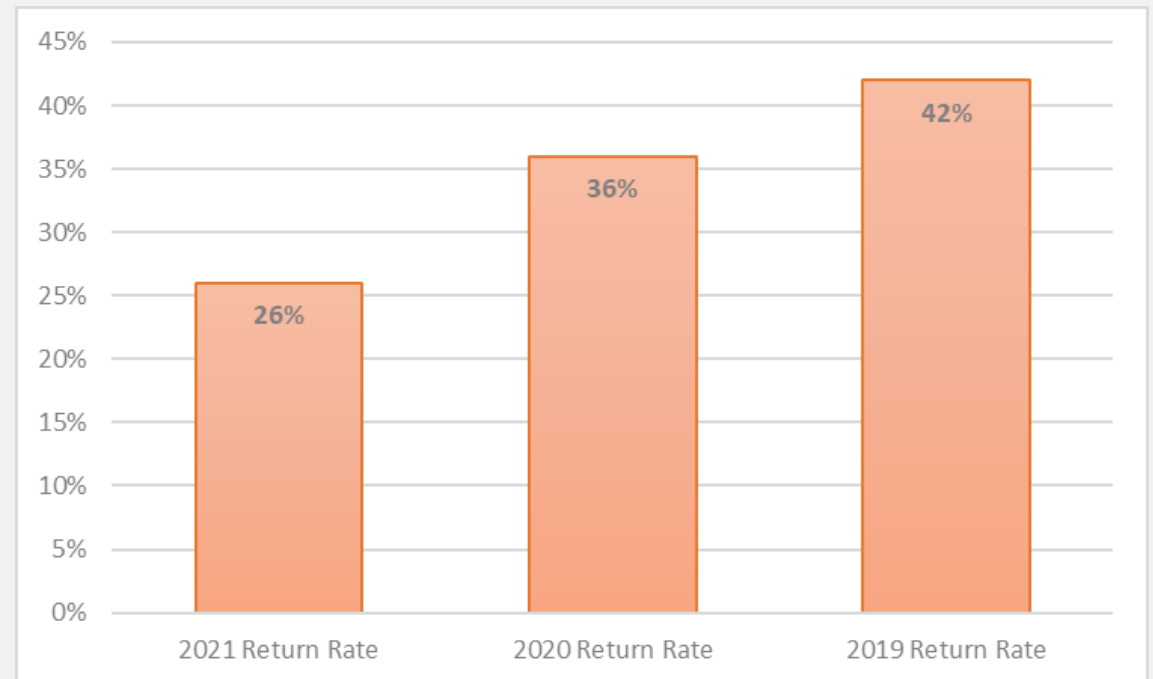
METHODOLOGY

- 1,480 surveys were distributed to Program Directors the week of November 15, 2021 with a due date set for December 23, 2021.
- A few adjustments were necessary due to the Coronavirus Pandemic, including:
 - Adding a qualitative question to the survey asking clients to share any need that they are experiencing related to the COVID-19 pandemic;
 - 12% of surveys across several programs were sent to clients via mail rather than in-person
- Once returned, completed surveys were analyzed in SPSS and developed into the following report.



RETURN RATE

- Mid distributed 1,480 Customer Satisfaction surveys the week of November 15, 2021. By December 23, 2021, a total of 390 surveys had been returned to Mid for a return rate of 26%.
- As it compares to the previous two years, this is our lowest return rate, falling 10% lower than the 2020 Return Rate and 16% lower than the 2019 Return Rate.
 - This lower return was expected though, considering the circumstances surrounding the Coronavirus Pandemic.
- Though the overall return rate for the agency is lower than previous years, Mid programs saw high return rates for individual programs overall.



PROGRAM SPECIFIC RETURN RATES

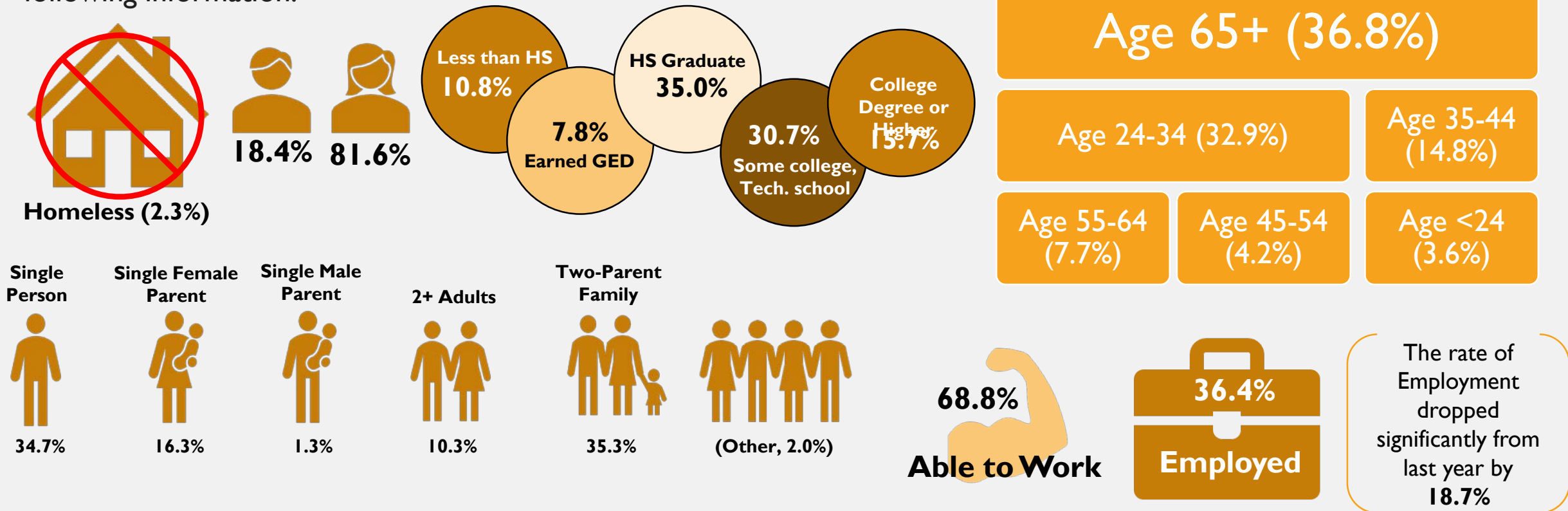
A few items to note:

- Nutrition Services includes both the Food Bank and CSFP;
- Head Start includes both the Head Start and Early Head Start Programs; and
- The Immunization Program did not distribute surveys this year due to increased workload administering vaccines.

| Program | 2021 Return Rate |
|----------------------------|------------------|
| Nutrition Services | 96.4% |
| Peterson Senior Center | 2.0% |
| Weatherization / Housing | 61.0% |
| Community Services | 5.3% |
| Head Start | 43.2% |
| Minden Senior Center | 46.0% |
| RYDE Transit | 47.4% |
| Immunizations | 0.0% |
| North Platte Senior Center | 9.0% |
| WIC Program | 8.0% |

DEMOGRAPHIC BREAKDOWN

- Survey participants were asked to check the demographic boxes that best described them and their families. This section of the survey remained *optional* however for clients who are uncomfortable or unwilling to provide the following information:



OVERALL SATISFACTION

- According to the 390 surveys received from program participants, 99.4% of clients responded positively when asked about the overall quality of services they received. To see how this satisfaction rate compares to the previous two years of Customer Satisfaction surveys, please refer to the chart below.

| Quality of Service | 2021 Response | 2020 Response | 2019 Response |
|--------------------|---------------|---------------|---------------|
| Excellent | 81.6% | 82.5% | 83.4% |
| Good | 17.8% | 16.6% | 16.1% |
| Fair | 0.3% | 0.9% | 0.4% |
| Poor | 0.3% | 0.0% | 0.1% |

- Overall satisfaction is determined by taking the sum of positive ratings (Excellent plus Good) and subtracting the sum of negative ratings (Fair plus Poor). Therefore, the overall satisfaction in 2021 is 0.6% higher than 2020 and 0.2% lower than that of 2019. For overall rating on all survey questions and how it compares to previous years, please refer to the chart on the next slide.

OVERALL RATING

| Survey Question | 2021 Rating | 2020 Rating | 2019 Rating |
|--------------------------------------|-------------|-------------|-------------|
| Quality of Service | 98.8% | 98.2% | 99.0% |
| Treated Respectfully | 99.0% | 100.0% | 99.4% |
| Received Additional Info. | 64.9% | 63.1% | 66.4% |
| Overall Knowledge of Staff | 97.8% | 96.2% | 98.4% |
| Client's Needs Were Met | 96.6% | 95.2% | 97.8% |
| Would Recommend | 96.1% | 99.0% | 99.6% |
| Waiting Area was Clean | 77.9% | 72.4% | 87.2% |
| Received Services in a Timely Manner | 97.2% | 98.6% | 98.2% |
| Situation was Improved | 98.2% | 99.4% | 98.4% |

QUALITATIVE DATA ANALYSIS

In order to provide a brief snapshot of the qualitative data gathered in the 2021 Customer Satisfaction survey, comments were broken down into applicable categories and themes, such as childcare, transportation, housing, etc.

- It is important to remember that though this data has been quantified, qualitative data still has many variables and each comment should be considered individually.

The charts on the following slides provide a snapshot of the most common responses to the following three questions:

Q1: In your opinion, what needs are not being met within your community?

Q2: Do you have any other input that could help us improve what we do?

Q3: Describe any needs you have related to the Coronavirus Pandemic.

QUALITATIVE DATA ANALYSIS

Q1: In your opinion, what needs are not being met within your community?

| Category | Frequency |
|-------------------|-----------|
| Positive Feedback | 18.2% |
| Transportation | 14.8% |
| Childcare | 13.6% |

In addition to analyzing needs and suggestions, it is also important to record how often a client provides positive feedback for our programs, staff, and organization.

This first question had a total of 88 responses, 18.2% of which were positive feedback.

14.8% of comments were in regards to transportation, either the need for more or better transportation.

13.6% of comments were in regards to childcare, either the need for more or better childcare in the communities that we serve.

QUALITATIVE DATA ANALYSIS

Q2: Do you have any other input that could help us improve what we do?

| Category | Frequency |
|----------------------------------|------------------|
| Positive Feedback | 52.0% |
| Staff | 14.0% |
| Transportation | 10.0% |
| Program awareness / availability | 10.0% |

As with the first question, majority of responses were positive feedback, at 52% of the 50 comments received for Q2.

14% of comments were regarding staff, either critiques on current staff, the need for additional staff, or other suggestions for improved customer service.

10% of comments were in regards to transportation and the need for more transportation and more hours of operation. This was tied with comments regarding better program awareness and availability in certain communities.

QUALITATIVE DATA ANALYSIS

Q3: Describe any needs you have related to the Coronavirus Pandemic.

| Category | Frequency |
|----------------------|-----------|
| Vaccine | 24.0% |
| Masks | 20.0% |
| Financial assistance | 20.0% |
| Employment | 8.0% |

The final qualitative question asked clients to describe any needs they had related to the Coronavirus Pandemic. The top comments were in regards to the vaccine at 24% of the 25 responses received; some emphasizing the need for vaccinations and others expressing their disapproval of vaccine mandates / lack of information.

20% of comments were in regards to the need for more mask wearing or the need to get rid of masks. Comments regarding masks were tied with comments regarding the need for financial assistance, which was followed by comments regarding employment at 8%.

CONCLUSION

Overall, data gathered from the 390 surveys received back from clients indicates that Community Action Partnership of Mid-Nebraska and its many programs has remained consistent with its services and customer care. While satisfaction ratings remained consistent with the previous two years, the return rate fell dramatically, indicating that some changes in how we administer the Customer Satisfaction Survey might need to be considered. Perhaps there are some extra measures that can be taken into account in the years to come that might improve customer response rates, such as online surveys or follow-up postcard reminders.

While it is important to gain from these surveys areas that can be improved upon, it is equally important to recognize the areas that staff and program directors are excelling in. A few of those include:

- An increase in respondents who said that 'Almost all their needs had been met.' Just over 80% of respondents said that their needs were met this year, which is an increase of 3.2% from last year and 2.4% from 2019.
- Over a quarter of qualitative responses were positive feedback.

Great job Community Action Partnership of Mid-Nebraska staff! You are truly helping people, changing lives, and making communities a better place to live.

