

**Grand Traverse County Commission on Aging
2013 Client Satisfaction Study**

Prepared by Woods Consulting Group

September, 2013

Table of Contents:

Survey Purpose and Methodology

Overview of Responses

Summary of Ratings: 4-Year Comparison

Services Provided by a Commission on Aging Employee

Geographic Distribution of Respondents

Survey Purpose and Methodology

The intent of this survey is to measure the level of client satisfaction with services provided by the Grand Traverse County Commission on Aging (GTCOA). The survey instrument is the same as that utilized in 2009, 2010, and 2011 (no survey was conducted in 2012).

GTCOA provided Woods Consulting (WCG) with a data base of 1100-plus names and addresses of their clientele in the Grand Traverse County area. WCG mailed the survey to all names provided utilizing bulk mail in July, 2013. Return envelopes with postage were provided with the survey document. Woods received a total of 649 completed surveys in 2013. This compares with 652 completed surveys in 2009 and 704 completions in 2010.

Surveys were returned directly to WCG who tabulated the results. The results reported below are the “mean” response (rating of 1 – 5) for each question. The mean response for 2013 is compared to those for 2009, 2010, and 2011.

Woods typically receives additional surveys over the course of the 4-6 weeks following the preparation of this report. Woods will collect, open, and review these “late arrivals” and forward to the Commission any survey that contains either a written comment of significance or a “very low” rating of any Commission service.

Overview of Responses

The total number of respondents to the survey rose from 592 in 2011 to 649 in 2013. The total number of responses in 2013 compares to 652 in 2009 and 704 in 2010.

Based upon the mean scores received on the seven (7) questions that focus on overall agency operations, clients are most satisfied with the courtesy/politeness and appearance of Agency staff. They are also most pleased with the clarity of Agency billings.

Question #1 – rating overall satisfaction – has received the lowest scores in the 4 years the survey has been administered by Woods Consulting, achieving mean ratings of 4.30-4.64. In Question #3, which asks clients to rate the “overall quality of our services”, the mean ratings are between 4.59-4.63 (highest ranking in 2013). This difference may indicate that respondents first “top of mind” rating given in Question #1 is somewhat modified by the time they answer Question #3

Questions #4 and #5 (how were clients treated by Agency staff when the client had a problem) showed more responses in the “2” and “3” ratings (“needs improvement”) in 2013. These low ratings were balanced against a very high number of “5” ratings indicating a very high level of satisfaction. Some written comments indicated that the respondent had rated services a “3” out of frustration with a particular problem.

The following statements summarize changes in respondents’ ratings from 2011 to 2013:

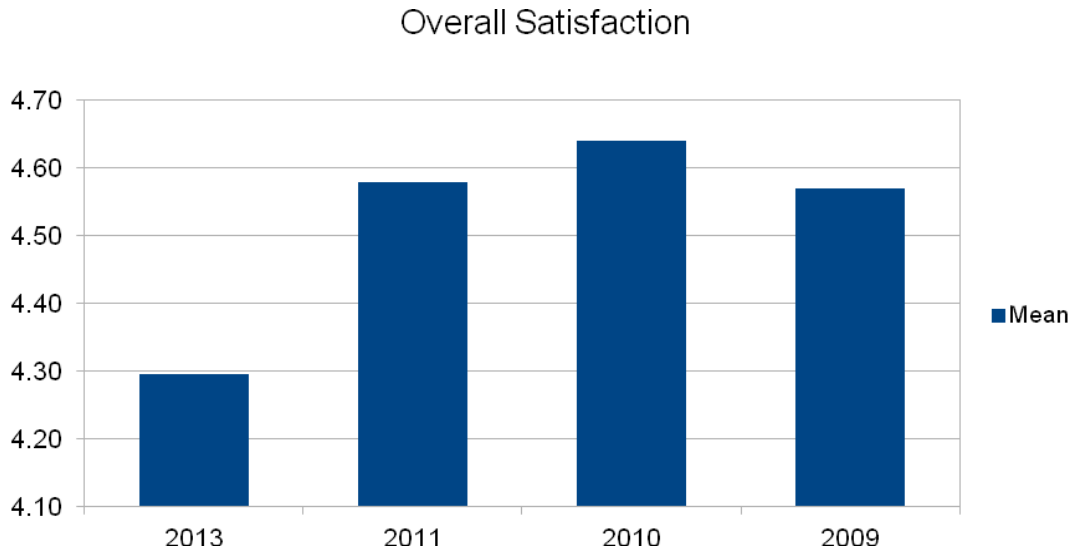
- Mean rating for overall satisfaction declined from 4.58 to 4.30
- Mean rating for ease of doing business with the Commission declined from 4.70 to 4.56
- Mean rating for overall quality of services rose from 4.60 to 4.63.
- Mean rating for resolution of concerns raised by a client remained at 4.46
- Mean rating for staff responsiveness to client concerns declined from 4.69 to 4.45
- Mean rating for professionalism, politeness, and helpfulness of office staff declined slightly from 4.77 to 4.70.
- Mean rating for the appearance of Commission staff when visiting a client’s home declined from 4.85 to 4.74.
- Mean rating for clarity of Commission bills declined slightly from 4.79 to 4.74.
- The mean rating for homemaker services declined from 4.61 to 4.29
- The mean rating for home health care declined from 4.76 to 4.44
- The mean rating for Yard maintenance/snow improved from 4.14 to 4.25.
- The mean rating for respite care declined from 4.69 to 4.30.
- The mean rating for foot care declined from 4.76 to 4.16.
- The mean rating for personal emergency response services declined from 4.72 to 4.31.

In general terms, client ratings declined between 2011-2013. Woods observed a greater number of respondents rating a service as “3” – an essentially “neutral” rating.

Despite the overall negative trend, respondents provided an improved rating for “overall quality of services” and indicated that yard maintenance/snow removal had improved. Clients continued to reserve their highest ratings for staff professionalism and politeness, staff appearance (when staff visits a client home), and the clarity of Commission billings.

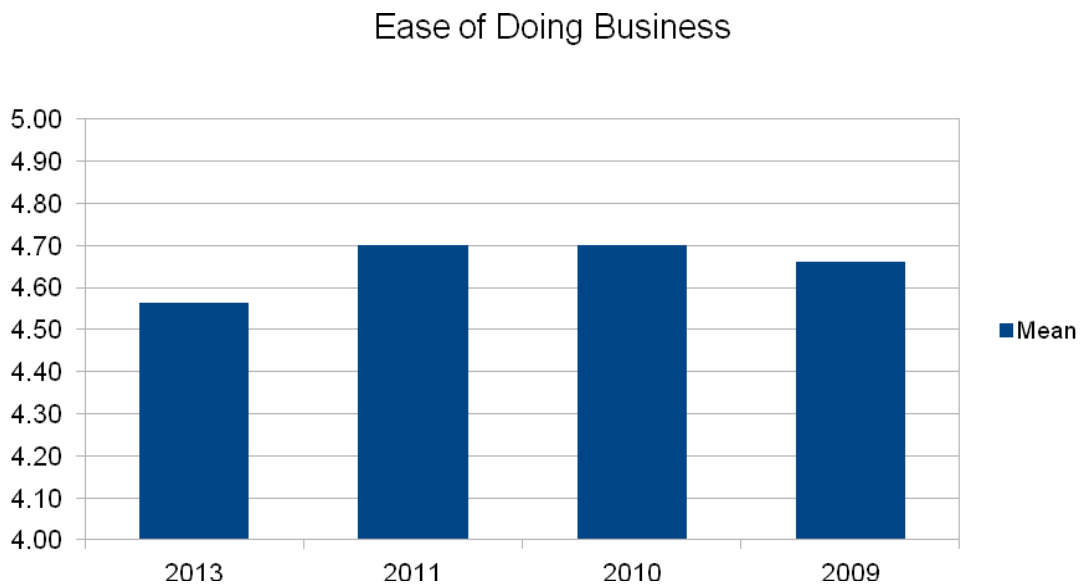
Written comments provided by clients indicated a strong level of satisfaction with the services provided. Negative comments were primarily regarding housekeeping and yard maintenance services. Clients also wrote to request specific additional services. Approximately 20%-25% of clients provided some form of written comment.

Question #1: How would you rate your overall satisfaction with the services provided by the Commission on Aging?



The mean rating for 2013 (4.30) compares to 4.58 in 2011 and 4.64 in 2010. The 2013 results showed more “3” ratings (neutral response) vs. prior years. This pattern was evident on several survey questions.

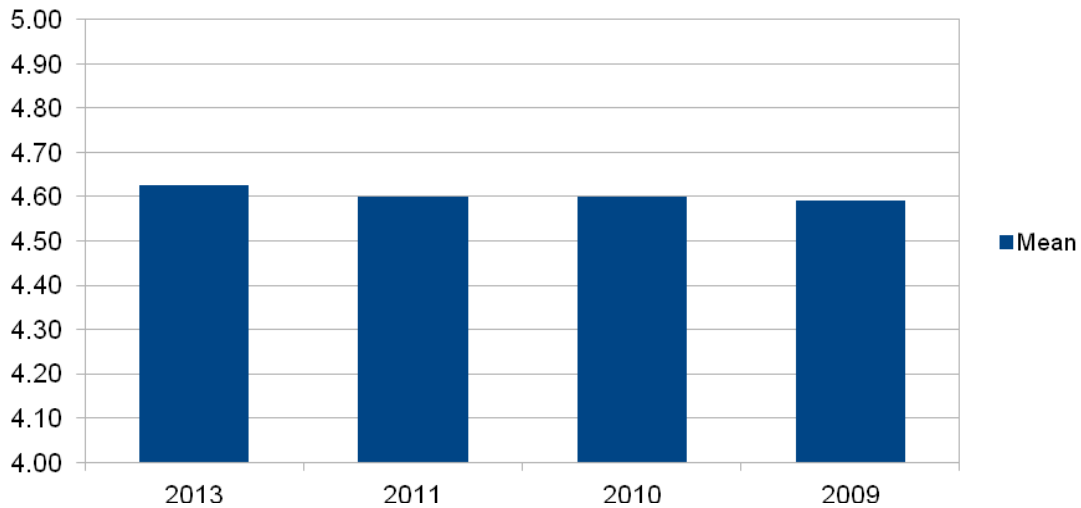
Question #2: How easy is it to do business with the Commission on Aging?



The mean rating for 2013 (4.56) compares to 4.70 in 2011 and 2010 and to 4.66 in 2009. Again, there was a clustering of more “3” (neutral) responses in 2013 vs. prior years.

Question #3: Overall, how would you rate the quality of services?

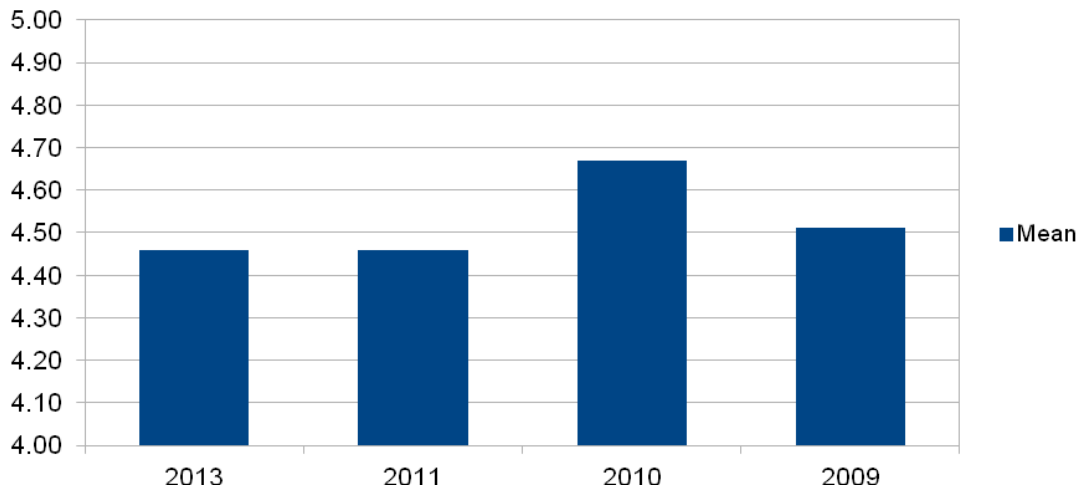
Quality of Services



The mean score for 2013 was 4.63 – the highest rating among the results for all 4 years. The ratings for this score have clustered around the 4.60 range in all 4 years. It essentially remains flat.

Question #4: If you had a concern with our services, was your concern resolved to your satisfaction?

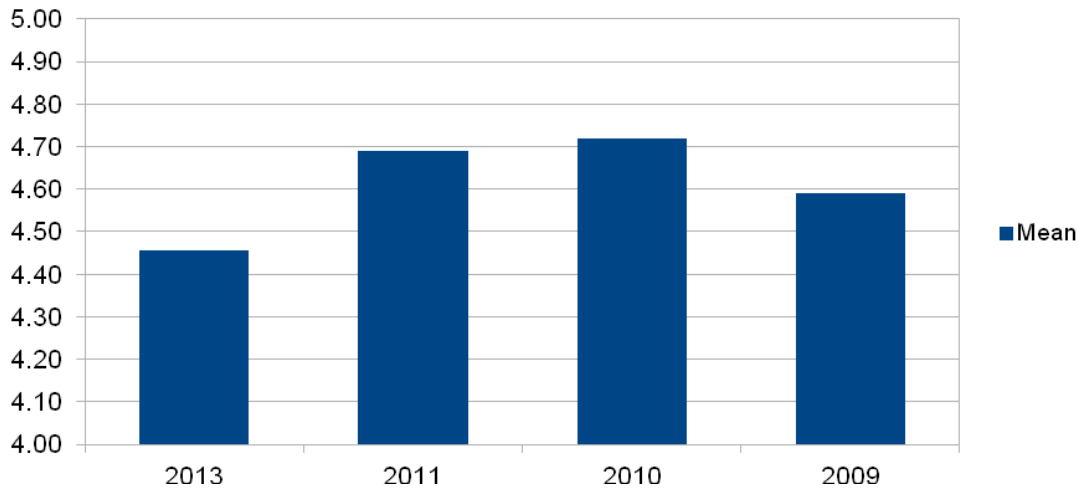
Resolution of Concerns



The results from the 2013 survey were consistent with prior years – in the range of 4.46 – 4.51. The 2010 survey results achieved the highest mean score of 4.67.

Question #5a: When you've contacted the Commission on Aging office, how would you rate our responsiveness to your concerns or requests for services?

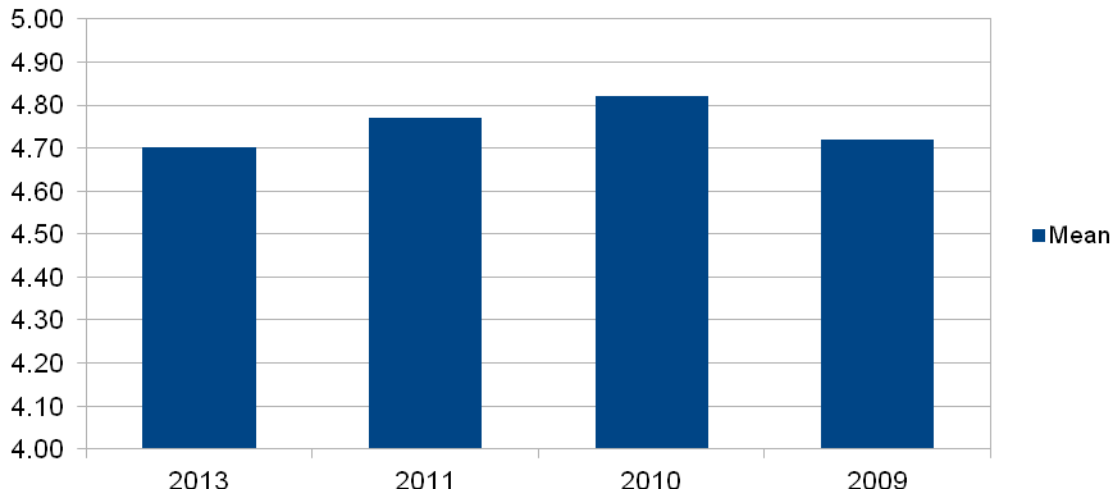
Responsiveness to Concerns



The ratings for 2013 achieved a mean score of 4.45 which was the lowest of all 4 years. The number of "2" and "3" responses (a total of 88) was the highest among all years of the survey.

Question #5b: When you contacted the Commission on Aging office, how would you rate our office staff professionalism, politeness, and helpfulness?

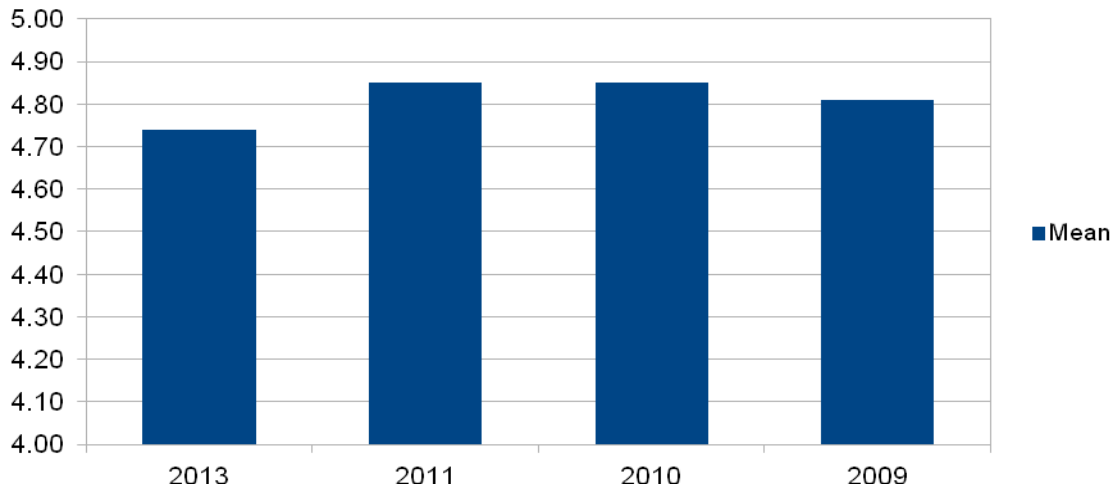
Office Staff Professionalism



The client ratings for office staff professionalism have consistently rated as 4.70 or above all 4 years that the survey was taken. The mean rating for 2013 was 4.70 which compared to a 4.77 in 2011. There continues to be a relatively high number of "3" ratings (52) vs. other years.

Question #6: When a Commission on Aging employee comes to your home, is his/her appearance neat?

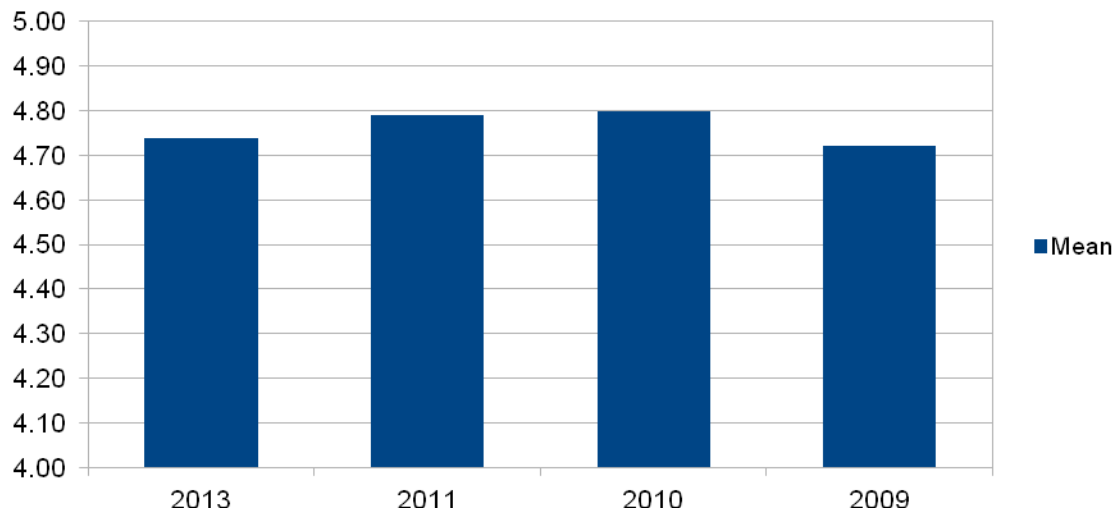
Employee Appearance



Client ratings for staff appearance (when visiting client home) have consistently ranked over 4.70 with the highest rating (4.85) achieved in 2010 and 2011.

Question #7: Are the bills you receive from the Commission on Aging clear and easy to understand?

Clarity of Bills



The clarity of client bills has generally rated in the 4.70-4.80 range with 2013 being not exception to this pattern (mean of 4.74).

Comments/Analysis:

Based upon the mean scores received on the seven (7) questions that focus on overall agency operations, clients are most satisfied with the courtesy/politeness and appearance of Agency staff. They are also most pleased with the clarity of Agency billings.

Question #1 – rating overall satisfaction – has received the lowest scores in the 4 years the survey has been administered by Woods Consulting, achieving mean ratings of 4.30-4.64. In Question #3, which asks clients to rate the “overall quality of our services”, the mean ratings are between 4.59-4.63 (highest ranking in 2013).

Questions #4 and #5 (how were clients treated by Agency staff when the client had a problem) showed more responses in the “2” and “3” ratings (“needs improvement”) in 2013. These low ratings were balanced against a very high number of “5” ratings indicating a very high level of satisfaction .

Ratings of Specific Services: Homemaker, Home Health Care, Yard Maintenance/Snow Removal, Respite Care, Foot Care, and Personal Emergency Response

The following chart summarizes client ratings for various services provided by Council on Aging staff over the 4 year history of the survey:

Service	2013	2011	2010	2009
Homemaker	4.29	4.61	4.59	4.62
Home Health Care	4.44	4.76	4.72	4.66
Yard Maintenance/Snow Removal	4.25	4.14	4.20	4.06
Respite Care	4.30	4.69	4.56	4.76
Foot Care	4.16	4.76	4.66	4.76
Personal Emergency Response	4.30	4.69	4.56	4.76

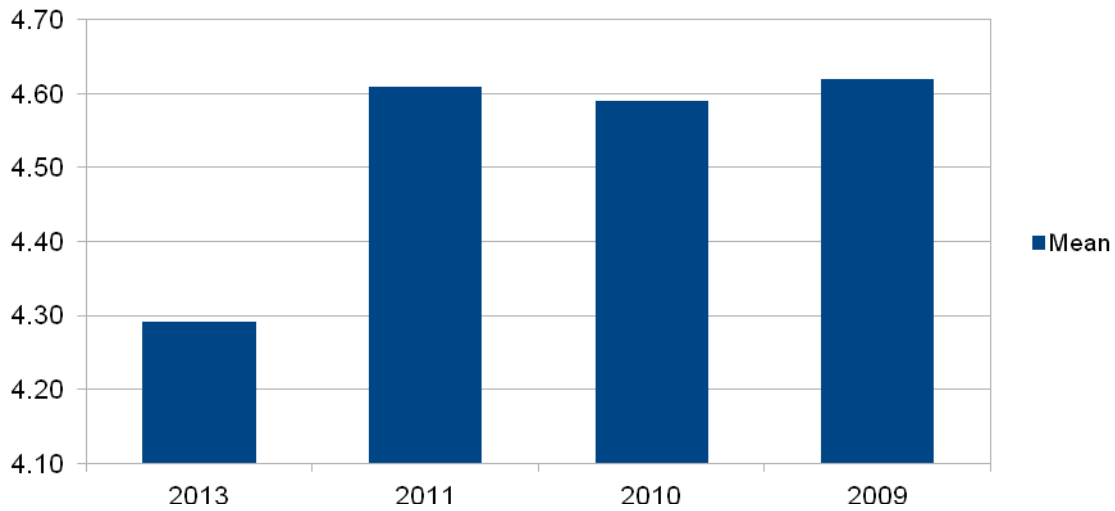
Comments/Analysis:

- In all individual service areas – with the exception of Yard Maintenance/Removal – the mean rating dropped; the most significant decline was in “Foot Care” in which the mean for 2013 was 11.7% below mean for the 3 prior surveys
- The number of responses for many of these specific services questions was significantly higher than in prior years – most especially for Home Health Care, Yard Maintenance/Snow Removal, Respite Care, Foot Care, and Personal Emergency Response. Has the volume of these services increased significantly or was there some confusion on the part of clients in responding to these questions? The high rate of response likely affected the results with more individuals being willing to provide a response (whether they received the service or not)
- The range of decline in ratings was from 5.9% to 11.7% (of the mean from the 3 prior years) with the lowest decline being in Home Health Care
- The rating for Yard Maintenance/Snow Removal rose by 2.9%
- With regard to “Yard Maintenance/Snow Removal”, the distribution of ratings reflected a lower percentage of overall respondents rating the service as “poor” (a rating of “1” or “2”).
- As noted in the comments/analysis of the first seven questions (regarding overall performance of COA), there was a higher distribution of “neutral” (a rating of “3”) in 2013 vs. prior years for Homemaker services, Yard Maintenance/Snow Removal, and

Respite Care, Foot Care, and Personal Emergency Response. The responses to Home Health Care did not reflect the larger number of “3” responses vs. prior years.

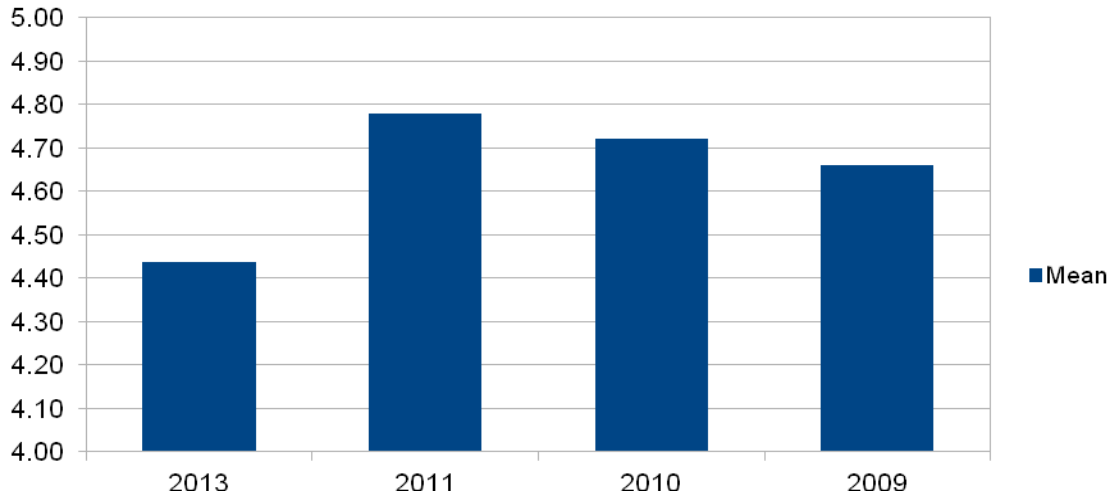
- Charts indicating the mean ratings and number of responses for each of the survey years are displayed below.

Homemaker



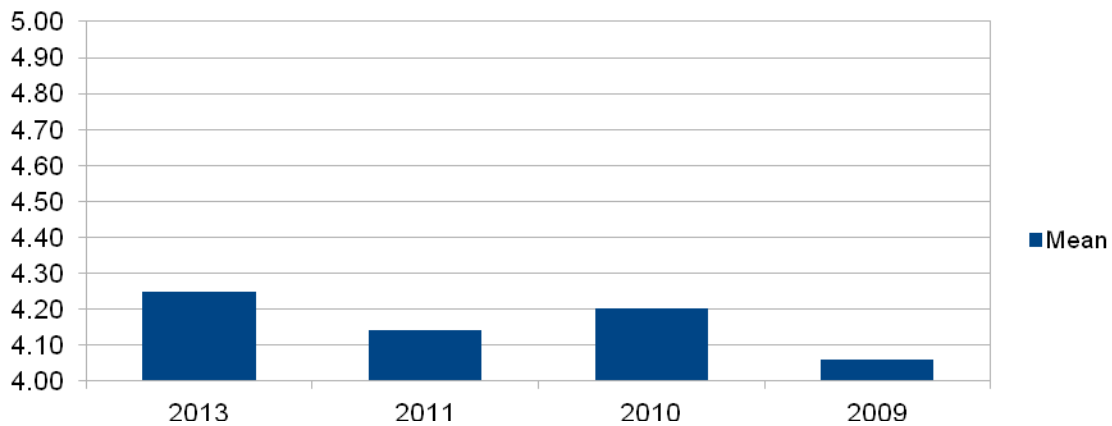
Mean	4.29	4.61	4.59	4.62
# Responses	535	332	442	436

Home Health Care



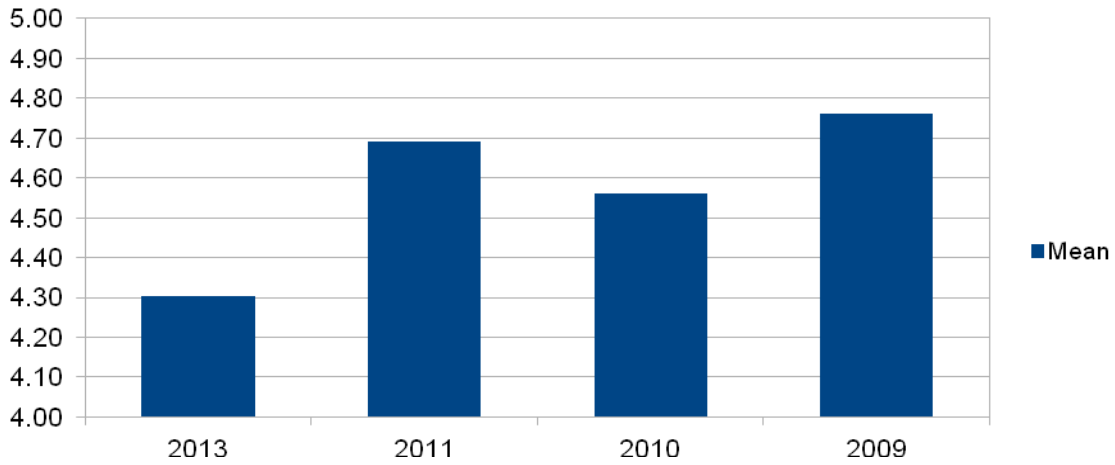
Mean	4.44	4.78	4.72	4.66
# Responses	629	82	130	125

Yard Maintenance/Snow Removal



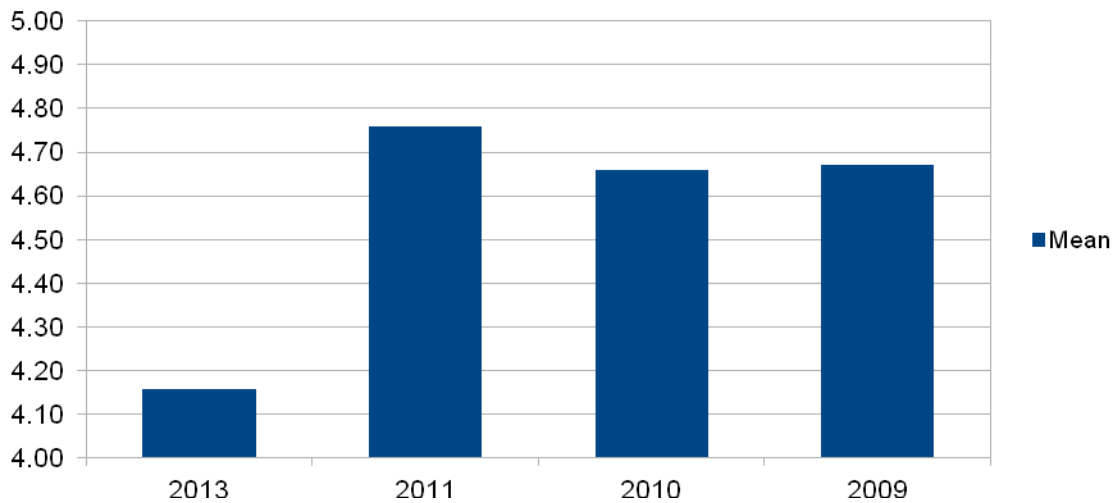
Mean	4.25	4.14	4.20	4.06
# Responses	594	267	311	289

Respite Care



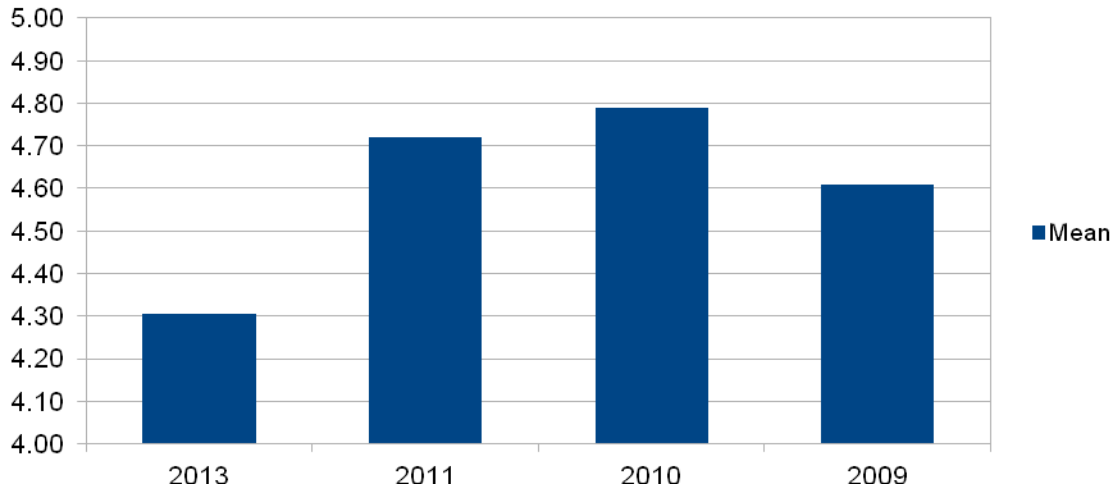
Mean	4.30	4.69	4.56	4.7
# Responses	420	26	66	45

Foot Care



Mean	4.16	4.76	4.66	4.67
# Responses	447	126	188	141

Personal Emergency Response



Mean	4.31	4.72	4.79	4.61
# Responses	584	122	147	135

Location of Respondents

WOODS CONSULTING GROUP

Strategy & Business Development

Community	Responses			
	2013	2011	2010	2009
Acme Township	17	29	22	21
Blair Township	40	29	34	32
East Bay Township	57	64	72	68
Fife Lake Township	12	1	16	15
Garfield Township	186	199	225	217
Grant Township	11	2	4	11
Green Lake Township	-	3	13	9
Long Lake Township	28	23	23	21
Mayfield Township	-	1	6	3
Paradise Township	22	12	18	10
Peninsula Township	38	38	38	40
Union Township	1	2	2	1
Whitewater Township	10	7	6	3
Village of Fife Lake	7	0	0	6
Village of Kingsley	13	4	5	7
City of Traverse City	207	178	194	201
Total Responses	649	592	678	665

Garfield Township and the City of Traverse City accounted for 60% of the total responses. 2013 experienced the highest total of responses from Traverse City and the lowest from Garfield Township. Blair, East Bay, and Peninsula Townships accounted for 135 responses which represented 20.8% of respondents to the 2013 survey.