

Idea

[name] program has been running successfully for over eighteen months at six locations. It is now appropriate to measure customer focused outcomes at this time, beyond the volume of food that is distributed. The six locations currently have a fairly regular customer base that makes this measurement possible, exciting and necessary for continued improvement. Positive outcomes can also be used for reporting on success or within grants.

Goals of Initiative

1. To reveal successful outcomes of the overall program
2. To gain knowledge for overall program improvement
3. To gain knowledge for process improvement at an individual [program name] site(s)

The most efficient way to accomplish the above goals would be through an anonymous survey of [program name] customers, and subsequent analysis.

Survey Implementation

The internet makes it very easy to conduct surveys. Online survey tools like Zoomerang.com or SurveyMonkey.com allow one to set up sophisticated surveys at a nominal charge. An example list of pricing and features can be found here: http://www.surveymonkey.com/Home_Pricing.aspx. To access a survey, customers would only need internet access (at home, a friend's, a library, etc.). Once a survey is closed, the survey tool allows you to analyze the results and export into a spreadsheet for other reporting. All questions should be of a multiple-choice style; it is not recommended to allow "free-text" answers. Taking the survey should take no more than 15-20 minutes.

Survey Sampling

To get a sufficient survey sample size, it makes sense to invite participants from each [program name] site, over an extended period, perhaps 3-4 weeks. A target sampling size might be 200 customers. A paper flyer with the survey web location and instructions can be handed to any customer willing to participate. Emphasis on the anonymity and brevity of the survey should be placed, and the program improvement goal should be noted.

Examples of the Types of Survey Questions

Demographic & introduction questions might include:

- How many people in your family?
- What age group do you fall into?
- When did you start utilizing [program name]? / How long do expect to participate?
- How did you hear about [program name]? / Would you recommend [program name] to a friend?

Qualitative site specific questions might include:

- Which [program name] site do you normally go to? / How often do you visit the site location?
- How many families do you normally pick up for?
- How would you normally rate the experience at your location?
- How would you rate the helpfulness of the Philabundance staff?

Qualitative program impact questions might include:

- Do you think [program name] is helping you and/or your family eat healthier?
- How many meals does a [program name] visit usually help your family with per week? per month?
- How much food from one site visit is normally eaten?
- Can you estimate how much money [program name] saves you each week?
 - If yes, how much?

Next Steps

1. Agree on concept and goals
2. Agree on methodology and survey implementation technique
3. Thoroughly develop and finalize survey questions
4. Implement survey
5. Analyze & Report