

City of Virginia Beach
Department of Human Services
Behavioral Health and Developmental Services

Customer Satisfaction Survey
2025



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Overview

The Behavioral Health and Developmental Services (BHDS) divisions within the Virginia Beach Department of Human Services (VB DHS) administered the annual Customer Satisfaction Survey between November 3, 2025, and November 21, 2025. In accordance with the Community Services Performance Contract and pursuant to § 37.2-508 or § 37.2-608 of the Code of Virginia, the purpose of this survey was to systematically assess client satisfaction with service delivery, evaluate the quality of client–staff interactions, and capture division-specific service experiences.

VB DHS partnered with Old Dominion University’s Social Science Research Center to support data compilation and analysis. This report presents a comprehensive overview of the survey methodology, including distribution strategies, scoring procedures, and a synthesis of key findings, with supplemental detail provided in the appendices.

A total of four survey instruments were developed and administered, corresponding to each service division:

- Behavioral Health and Developmental Services (BHDS)
- Behavioral Health Services (BH)
- Child and Youth Behavioral Health Services (CY)
- Developmental Services (DS)

Each survey incorporated a standardized set of global BHDS items alongside division-specific questions to ensure both consistency and targeted feedback. Response options were structured using a three-point scale: “Agree,” “Disagree,” and “Does Not Apply.” Respondents were also given the opportunity to provide qualitative feedback through open-ended comment fields.

To maximize accessibility and response rates, surveys were distributed through multiple modalities, including an online platform hosted on the DHS website, email invitations with embedded links and QR codes, and paper-based formats. Paper surveys were double-sided, with one side dedicated to global service and staff interaction questions and the reverse side addressing division-specific content.

Methodology

Question Development

To maintain continuity in measurement, support analysis, and build on prior survey administration experience, the 2025 Customer Satisfaction Survey retained the same core items used in the 2024 survey. During the prior survey development process, items were intentionally refined to align with the typical reading comprehension levels of individuals receiving services, ensuring accessibility and clarity. Wording was also designed to yield actionable feedback to inform quality improvement initiatives.

The final survey structure varied slightly by division while maintaining a consistent set of global BHDS items. The Behavioral Health (BH) survey included eight division-specific questions in addition to ten global BHDS items. The Child and Youth (CY) survey included seven division-specific questions alongside the same ten global items, while the Developmental Services (DS) survey included six division-specific questions plus the ten global items.

Distribution

As in previous years, BHDS distributed the surveys to individuals hoping to obtain a meaningful response rate. To this end, division leaders remained highly engaged in supporting specific divisional numerical goals to enhance consumer reach and participation. To support this process, including notifying individuals of our intent to gather information through these surveys, a variety of distribution methods were used, including:

- Announcing survey availability through website postings and advanced flyer distribution
- Sharing survey links via email
- Updating and reposting flyers to highlight survey availability
- Included QR codes on flyers to improve access
- Offering telephone survey options when needed

Consistent with prior years, the Behavioral Health and Developmental Services (BHDS) divisions implemented a comprehensive, multi-modal survey distribution strategy to promote robust participation and achieve meaningful response rates. Division leadership remained actively engaged in establishing and monitoring division-specific outreach targets to maximize consumer and family/guardian engagement.

Each division applied distribution methods tailored to the needs and preferences of the populations they serve. Across all divisions, survey materials were disseminated broadly to active individuals and their guardians. Email invitations, including links and QR codes, were sent to individuals receiving longer-term services (e.g., case management and outpatient services) when a valid email address was available in the electronic health record.

In addition, the Behavioral Health (BH) and Child and Youth (CY) divisions provided onsite access to surveys for individuals participating in in-person services, such as psychosocial rehabilitation programs and outpatient care settings. Telephone administration was offered as an alternative modality to support accessibility; in these instances, staff recorded responses on a standardized survey tool and documented any additional narrative feedback provided by respondents.

To help mitigate potential response bias, select outreach efforts were conducted across divisions (e.g., Developmental Services staff contacting Behavioral Health participants and vice versa), thereby promoting a more neutral data collection process.

It should be noted that the Part C Infant Case Management program conducts a separate survey process; therefore, data from that program are not included in this report.

A screening question was used to ensure individuals were directed to the appropriate survey based on where they received services. Respondents were asked to select the service(s) they

accessed; those who indicated “none of the above” received a thank-you message and were redirected to the DHS website. This approach helped ensure that feedback was collected from the intended populations while minimizing confusion for respondents. It also supported a more streamlined and respectful user experience by guiding individuals efficiently to the most relevant information.

Calculation of Results

To ensure an accurate and methodologically sound representation of survey findings, Old Dominion University’s Social Science Research Center applied the valid percent approach in calculating results. This method generates response percentages based solely on non-missing data, excluding unanswered items from the denominator. As a result, reported percentages reflect only those items for which respondents provided a valid response, thereby enhancing the precision and interpretability of the findings.

Survey items utilized a standardized response framework consisting of three options: “Agree,” “Disagree,” and “Does Not Apply.” In addition, respondents were provided with an open-ended comment field to capture narrative feedback and further contextualize their experiences with services.

Results

The results reflect overall levels of consumer satisfaction and dissatisfaction with services, including detailed insights into specific survey items where respondents reported the highest and lowest levels of satisfaction. These findings help identify areas of strength in service delivery, as well as domains that may benefit from targeted quality improvement efforts.

Division Survey Response Goals and Grand Totals Received:

- **BHDS Goal: 750** **Grand Total Received = 1,226**

Behavioral Health Services [Goal: 400] (Total: 688)

- Paper Surveys: 643
- Online Surveys: 45

Child & Youth Services [Goal: 50] (Total: 70)

- Paper Surveys: 58
- Online Surveys: 12

Developmental Services [Goal: 300] (Total: 468)

- Paper Surveys: 267
- Online Surveys: 201

Global Statement Results

An encouraging growth in community engagement was noted again, with survey participation rising from 1,108 responses in 2024 to 1,226 in 2025. This represents an approximate 11% increase from those we serve.

The global survey included six questions regarding interactions with staff and four questions focused on perceptions of services. Similar to 2024, results demonstrate that individuals and their guardians are generally satisfied with their assigned staff and the services provided.

A total of 98.8% of respondents reported that staff are respectful and helpful, reflecting consistently high levels of satisfaction with staff interactions. Additionally, 98.5% of consumers reported that staff respect their privacy and demonstrate respectful and helpful interactions. Furthermore, 98% of respondents indicated that staff are knowledgeable about available services and communicate information clearly, while 98% expressed overall satisfaction with staff.

Regarding the impact of services, 96.5% of consumers agreed that services have contributed to an improved quality of life, supported progress toward goals identified in their service plans, and effectively addressed their questions and concerns.

Concerning accessibility and responsiveness, 94.8% of respondents reported that services are offered at times convenient for both themselves and their families. Meanwhile, 86.9% confirmed that staff return calls within one (1) business day, indicating an opportunity to improve timely communication.

Regarding their view of services, the two (2) items with the highest number of people expressing satisfaction were:

- Services help me improve my quality of life. (97.8%).
- Services are available at times that are good for me and my family. (97.7%)

Regarding interactions with staff, the two (2) items with the highest number of people expressing satisfaction were:

- Staff respect the privacy of my information (99.0%)
- Staff are respectful and helpful (98.8%)

Questions related with the highest level of dissatisfaction were:

- Staff return my calls within one business day (6.43%)
- The services I receive help me meet the goals on my Plan. (3%)

Behavioral Health Services Results

Again, during the 2025 reporting period, Behavioral Health achieved a record level of survey participation, with 688 surveys collected. This represents an 8% increase over the 637 responses received in 2024. Paper survey submissions rose to 636, up from 609 the previous year, while online responses increased to 45, compared to 28 in 2024. These gains reflect strengthened engagement efforts and expanded accessibility across both paper and digital formats.

Resulting questions with the highest level of satisfaction were:

- Staff uses recovery language (i.e. hope, respect) in everyday language. (97.1%)
- Staff are sensitive to my cultural background (race, religion, etc.) (97.1%)

Resulting questions rated with the highest level of dissatisfaction were:

- My waiting time to access services was reasonable. (7.1%)
- Staff listens to and follows my choices and preferences. (4.6%)

Child and Youth Behavioral Health Results

CYBH maintained strong survey participation with a total of 70 completed surveys, reflecting a level of engagement consistent with the 70 responses recorded in 2024. The majority of responses (58) were collected via paper surveys, with an additional 12 submitted online, demonstrating continued accessibility across multiple response methods.

The items with the highest level of satisfaction were:

- I have been given helpful information regarding how to parent my child's specific needs (100%).
- Our family has learned ways to help my child with his/her behavioral health needs. (98.5%)

Resulting questions rated with the highest level of dissatisfaction were:

- My child's relationships at home and in school have been improved. (16.9%)
- I feel my child is better able to cope with his/her everyday life. (7.4%)

Developmental Services Results

Survey participation increased across all collection methods for Developmental Services. A 16% increase resulted in a record 468 completed surveys, up from 401 in 2024. A total of 267 paper surveys were completed, representing a 19.7% increase from the 223 submitted through the same method in the previous year. Additionally, 201 surveys were completed online, reflecting a 12.9% increase. These gains indicate enhanced outreach and engagement efforts across multiple survey administration formats.

Resulting questions with the highest level of satisfaction were:

- I/my family member am able to get in contact with my service team members when needed. (99.8%)
- The services I or my family member received have had a positive impact on my/their life. (99.8%).

Resulting questions with the highest level of dissatisfaction were:

- I/my family member am provided with informed choices when changing or adding services. (1.9%)
- I/my family member was provided with information on the services available to me/my family member and how to access them. (1.3%)

Global Results Impression

Globally, customer satisfaction respondents who Agree/Disagree with BDHS staff and services remain high at **97.6%**. Overall Agree/Disagree satisfaction ratings for each division are as follows:

Developmental Services – 99.02%

Behavioral Health Services – 95.94%

Child and Youth Services – 94.58%

The greatest number of respondents per divisional program service is as follows:

- Behavioral Health
 - Adult Outpatient Services: 240 responses or 35.4%
- Child & Youth
 - Outpatient Services: 46 responses or 67.6%
- Developmental Services
 - Case Management: 384 responses or 82.4%

This outcome highlights effective engagement strategies across programs and reflects staff commitment to quality improvement efforts. Specifically, personnel leveraged multiple points of contact with individuals served and their authorized representatives or legal guardians to consistently promote survey participation, contributing to the increased response rates observed this year.

Summary

Survey findings continue to indicate high levels of satisfaction, with individuals served and their families reporting strong positive experiences related to the quality of care, respect, and person-centered support received across Behavioral Health and Developmental Services programs. These outcomes reflect the effectiveness of collaborative service delivery, the dedication and professionalism of BHDS staff, and the active engagement of individuals in their own care. Collectively, these factors contribute to promoting recovery, independence, community integration, and overall well-being.

Recommendations

- Partner with supervisors and direct service staff to enhance the timeliness and consistency of returning phone calls, as this area represents the lowest level of reported satisfaction and a key opportunity for improvement in access and responsiveness.
- Continue to implement regular parent/caregiver coaching sessions focused on communication, conflict resolution, and reinforcing positive behaviors at home.
- Disseminate survey results to staff and actively engage them in reviewing findings, with the goal of incorporating their insights and frontline perspectives into ongoing quality improvement and service planning initiatives.

Shani Peebles, MA, LPN, Resident in Counseling

Date

Appendix A

BHDS Global Data Results

BHDS Customer View of Services

My view of Services:	Agree	Disagree	Does Not Apply
The services I receive help me meet the goals on my Plan.	95.4% (1149)	3.0% (36)	1.6% (19)
I feel my questions and concerns about my services are addressed.	96.0% (1153)	2.9% (35)	1.1% (13)
Services are available at times that are good for me and my family.	94.8% (1140)	2.2% (27)	2.9% (35)
Services help me improve my quality of life.	96.5% (1159)	2.1% (25)	1.4% (17)

Year	Responses	Agree	Disagree	DNA
2025	1,226	95.7%	2.6%	1.7%
2024	1,108	92.7%	3.1%	4.2%

Figure 1 – BHDS Services Aggregate by Year

BHDS Customer View of Staff

My interaction with staff members:	Agree	Disagree	Does Not Apply
Staff are knowledgeable about services.	97.9% (1184)	2.1% (25)	0.1% (1)
Staff are respectful and helpful.	98.8% (1197)	1.2% (14)	0.0% (0)
Staff respect the privacy of my information.	98.5% (1191)	1.0% (12)	0.5% (6)
Staff present information to me clearly.	98.0% (1183)	1.8% (22)	0.2% (2)
Staff return my calls within one business day.	86.9% (1048)	6.0% (72)	7.1% (86)
Overall, I am satisfied with the staff.	97.8% (1180)	1.7% (20)	0.5% (6)

Year	Responses	Agree	Disagree	DNA
2025	1,226	96.3%	2.3%	1.4%
2024	1,108	93.6%	3.3%	3.1%

Figure 2 - BHDS Staff Aggregate by Year

Appendix B

Behavioral Health Data Results

As a customer of Behavioral Health services:	Agree	Disagree	Does Not Apply
Staff explains my treatment and service options in a manner that is clear and understandable.	95.9% (649)	3.4% (23)	0.7% (5)
Staff uses recovery language (i.e. hope, respect) in everyday language.	95.3% (643)	2.8% (19)	1.9% (13)
Staff believes I can recover and make my own treatment and life choices.	91.6% (618)	3.9% (26)	4.6% (31)
Staff listens to and follows my choices and preferences.	94.5% (636)	4.6% (31)	0.9% (6)
When I want to have a significant other or family member included in the planning of my services, my service provider makes every effort to do so.	78.7% (526)	3.1% (21)	18.1% (121)
Staff are sensitive to my cultural background (race, religion, etc.).	89.5% (603)	2.7% (18)	7.9% (53)
I am satisfied with the way services have been provided using telehealth.	71.3% (477)	2.4% (16)	26.3% (176)
My waiting time to access services was reasonable.	92.3% (625)	7.1% (48)	0.6% (4)

Year	Responses	Agree	Disagree	DNA
2025	688	88.7%	3.7%	7.6%
2024	637	86.7%	3.9%	9.5%

Figure 3 - BH Aggregate by Year

Service Program	Respondents
ACT	10.8% (73)
Adult Correctional Services	9.4% (64)
Adult Outpatient Services	35.4% (240)
Beach House	8.7% (59)
Case Management	30.1% (204)
Crisis Management Unit	1.2% (8)
Emergency Services	2.7% (18)
Jail Services	12.8% (87)
Mobile Crisis Response	1.0% (7)
Office of Consumer & Family Affairs	0.7% (5)
PATH	1.6% (11)
Pathways to Hope – Intensive Outpatient Services	4.1% (28)
Pathways to Wellness – Outpatient Services	4.4% (30)
Peer Drop-in Center	0.9% (6)
Permanent Supportive Housing	9.9% (67)
Project LINK	2.2% (15)
Supportive Residential Services	5.0% (34)
Other services ¹	8.7% (59)

Figure 4 - BH Services Received by Program

¹ Other Services include: medication management, Pembroke 6 (P6) services, RESTORE, SNAP, community engagement, medication management, and behavioral consultation.

Appendix C

Child & Youth Data Results

As a direct result of access to Child & Youth services:	Agree	Disagree	Does Not Apply
I feel my child is better able to cope with his/her everyday life.	91.2% (62)	7.4% (5)	1.5% (1)
I have been given helpful information regarding how to parent my child's specific needs.	98.5% (67)	0% (0)	1.5% (1)
My child's relationships at home and in school have been improved.	79.4% (54)	16.2% (11)	4.4% (3)
Our family has learned ways to help my child with his/her behavioral health needs.	94.1% (64)	1.5% (1)	4.4% (3)
I feel like my child overall has benefitted from the services he/she has received.	94.1% (64)	2.9% (2)	2.9% (2)
I am satisfied with the way services have been provided using telehealth.	67.6% (46)	1.5% (1)	30.9% (21)
My waiting time to access services was reasonable.	91.2% (62)	5.9% (4)	2.9% (2)

Year	Responses	Agree	Disagree	DNA
2025	70	88.0%	5.0%	6.9%
2024	70	83.8%	8.4%	7.8%

Figure 5 - CY Aggregate by Year

Service Program	Respondents
Case Management	50.0% (34)
Crisis Response	13.2% (9)
Medication Management	29.4% (20)
Outpatient Services	67.6% (46)
Other services ²	8.8% (6)

Figure 6 – CY Services Received by Program

² Other Services include: behavioral health therapy, family support, PCIT, ICC services, and youth and family services.

Appendix D

Developmental Services Data Results

As a customer of Developmental Services:	Agree	Disagree	Does Not Apply
The services I or my family member received have had a positive impact on my/their life.	98.9% (461)	.2% (1)	0.9% (4)
I/my family member was provided with information on the services available to me/my family member and how to access them.	98.1% (456)	1.3% (6)	0.6% (3)
I/my family member feel my/their preferences, needs, and wants are integrated into my/their service plan.	98.5% (457)	.9% (4)	0.6% (3)
I/my family member am provided with informed choices when changing or adding services.	97.2% (452)	1.9% (9)	0.9% (4)
I/my family member feel that the hours of services I receive match the requirements of my service plan.	97.0% (447)	1.3% (6)	1.7% (8)
I/my family member am able to get in contact with my service team members when needed.	99.3% (458)	.2% (1)	0.4% (2)

Year	Responses	Agree	Disagree	DNA
2025	468	98.2%	1.0%	0.9%
2024	401	96.6%	1.8%	1.6%

Figure 7 - DS Aggregate by Year

Service Program	Respondents
Case Management	82.4% (384)
Community Employment Options	6.4% (30)
PALS	0.2% (1)
ICF	7.5% (35)
Supportive Living	16.3% (76)
SkillQuest	12.0% (56)
Group Home	11.2% (52)
Other Services ³	3.6% (17)

Figure 8 - DS Services Received by Program

³ "Other Services" include: Day Support Program, community engagement, in-home residential services, community coaching, skilled nursing, and transportation reimbursement.