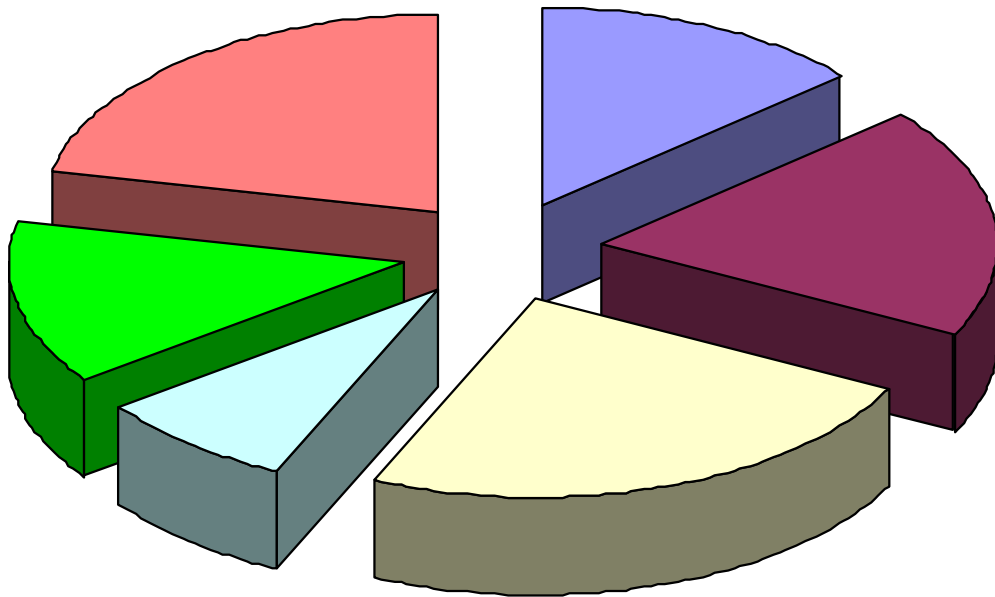


# CENTRAL MASS MOSQUITO CONTROL PROJECT

[www.cmmcp.org](http://www.cmmcp.org)



# RESIDENT SURVEY 2007

## **INTRODUCTION**

Residents of our service area request service from the menu of services offered to them by CMMCP. Requests for adulticiding (spraying) and larval control are the most common forms of service requests we receive. We accept requests for service through a variety of means, primarily by telephone, but increasing more by the online service request form from the CMMCP website. Additional methods include personal visits to our office, phone calls on behalf of residents from town and/or state officials, and direct requests to our field staff. The CMMCP Commission requested a survey of residents who requested service in 2007 to determine if our staff was meeting acceptable levels of customer satisfaction. This is the same survey that was done in 2005. After compiling these results, we find that a majority of residents in our service area were satisfied with our control efforts and methods, which mirrors our results from 2005.

## **SURVEY METHODOLOGY**

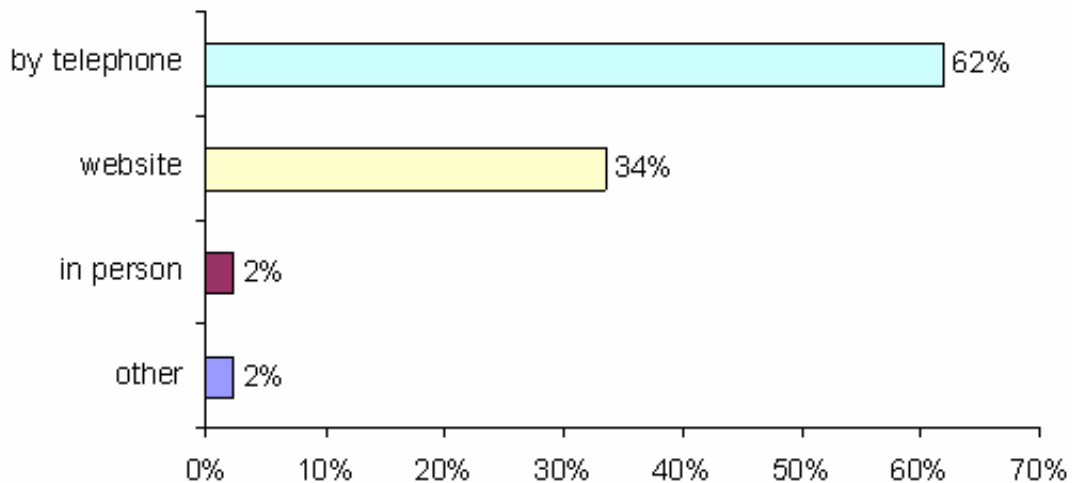
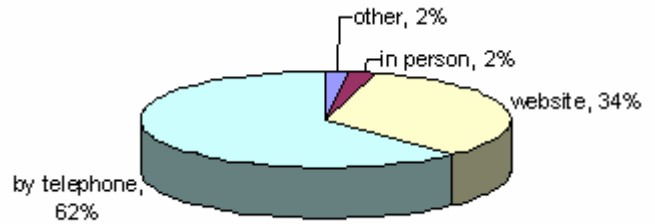
In 2007 we received 10,294 requests for service, ranging from adulticiding to larval control. 6,507 adulticiding calls were filtered (duplicates removed) and placed into a separate database. Service calls were sorted according to town, and each town was tabulated for total requests received in 2007. These towns were then graphed to show which towns had the most calls. Each town was assigned a percentage according to this data. This percentage would determine the number of postcards sent to each town from the overall total. The CMMCP Commission decided that 1,000 postcards would be a representative sample of the 6,507 service calls. The survey was designed to be as easy as possible for residents to access and complete. An online survey was created, and the postcards would include unique identifiers that the residents would use. The postcards contained a blind weblink to the survey so that unauthorized users would not be able to participate in the survey. Information such as how they contacted us, were the office and field staff helpful and informative, how long did they wait for service, was the service provided effective, and their overall satisfaction was measured. This study uses the same methodology as the 2005 resident survey.

From 1,000 postcards mailed, 222 responses were received (22.2%). The results are as follows.

**TIMOTHY D. DESCHAMPS**, Executive Director  
Central Mass. Mosquito Control Project  
111 Otis Street Northborough, Massachusetts 01532  
www.cmmcp.org • deschamps@cmmcp.org

**1). In your most recent experience, how did you contact the Central Mass. Mosquito Control Project?**

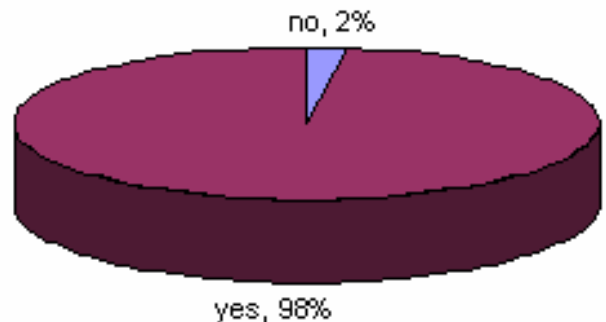
	Number	Percent
Telephone	136	62%
Website	74	34%
In person	4	2%
Other	6	2%
Total	220	



**Comments: the phone system continues to be the most popular method of communication with CMMCP but the website continues to gain momentum.**

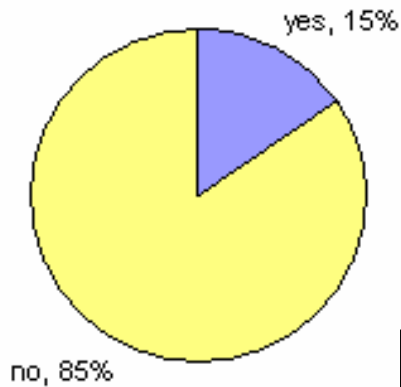
**2). If by telephone or in person at the CMMCP office, were your questions or concerns answered to your satisfaction?**

	Number	Percent
Yes	139	98%
No	3	2%
Total	142	

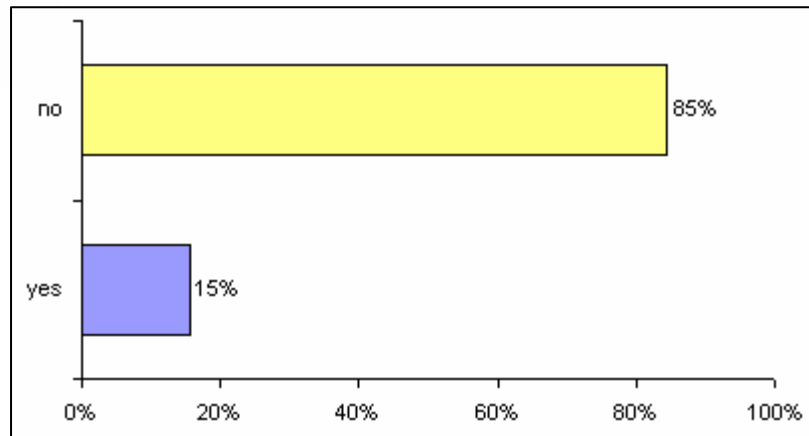


**Comments: communication from the operators of the telephone system is clear and effective.**

**3). If by telephone, did you experience difficulty reaching our staff?**

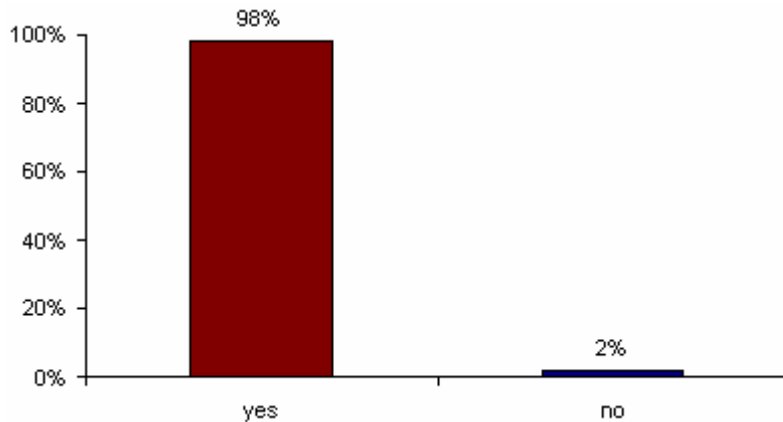


	Number	Percent
Yes	22	15%
No	120	85%
Total	142	



**Comments: 85% of residents polled did not experience any problems reaching our staff through the current system.**

**4). If through the website or e-mail, did you find the information you needed in a satisfactory manner?**

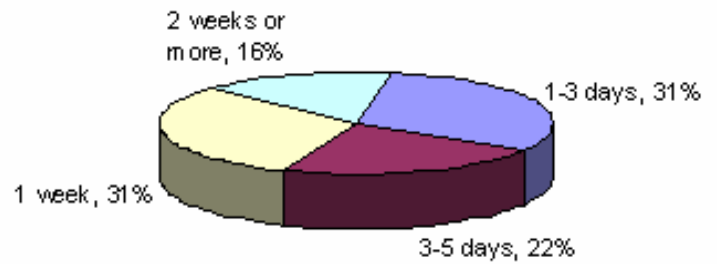


	Number	Percent
Yes	92	98%
No	2	2%
Total	94	

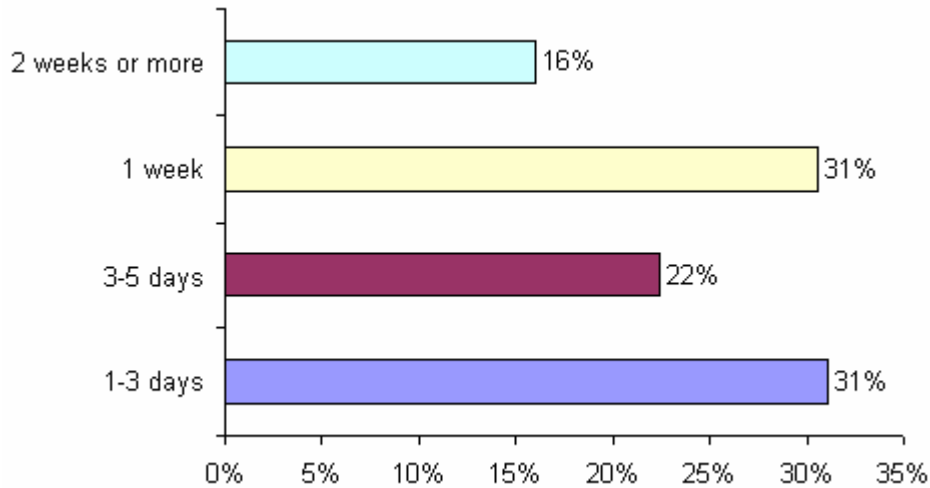
**Comments: nearly all respondents found the information they required on the website.**

5). Please give the approximate time you waited for service from your initial request:

	Number	Percent
1-3 days	68	31%
3-5 days	49	22%
1 week	67	31%
2 weeks+	35	16%
Total	219	

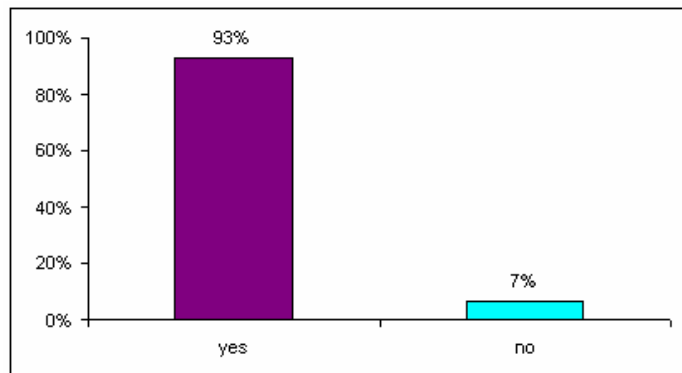


Comments: 84% were serviced within one week or less.



6). Did you find our response from your initial request to when you received service within a reasonable amount of time?

	Number	Percent
Yes	202	93%
No	15	7%
Total	217	

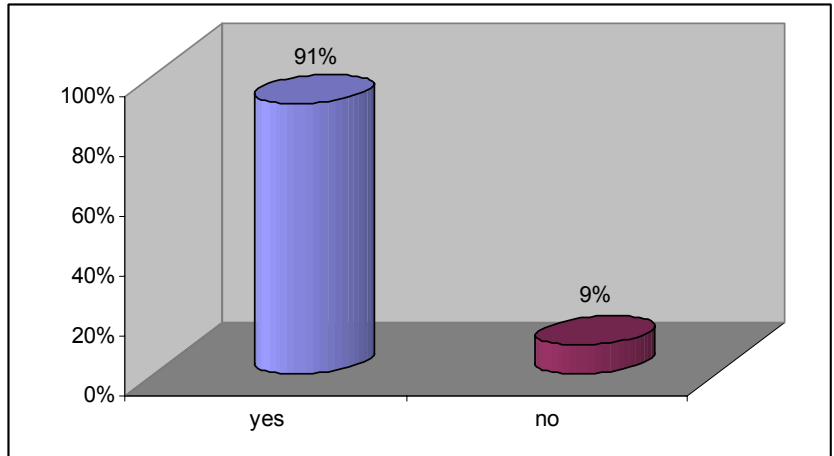


Comments: a majority thought that the response time was reasonable.

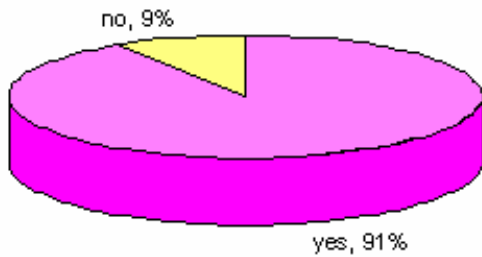
**7). When you received service, did our field representative appear knowledgeable and competent about his/her profession?**

	Number	Percent
Yes	192	91%
No	20	9%
Total	212	

**Comments: Our staff projects a positive and professional image to the public.**



**8). Were your questions and concerns answered by the Technician to your satisfaction?**



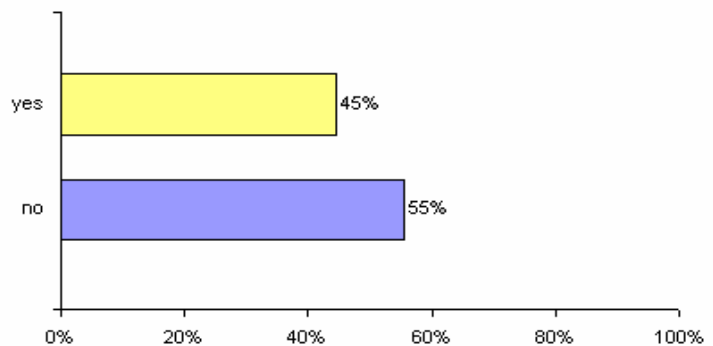
	Number	Percent
Yes	191	91%
No	19	9%
Total	210	

**Comments: most residents polled thought our Technicians answered their questions to their satisfaction.**

**9). Did you receive any written information (pamphlets, etc.) from our representative?**

	Number	Percent
Yes	98	45%
No	122	55%
Total	220	

**Comments: not enough residents received our written information.**



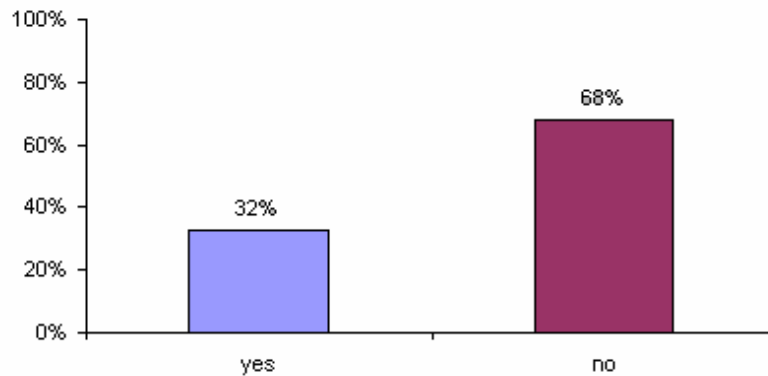
**10). Did you find this information useful?**

	Number	Percent
Yes	94	57%
No	4	2%
Did not receive	68	41%
Total	166	



**Comments: our written PR material is useful to residents when they receive it.**

**11). Did you request service more than once in 2007?**

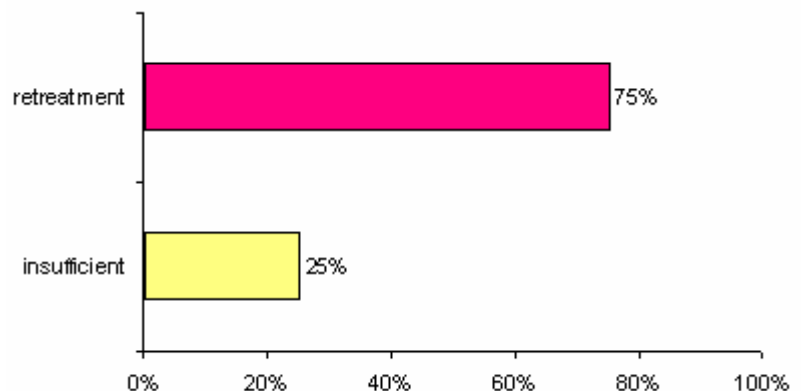


	Number	Percent
Yes	71	32%
No	150	68%
Total	221	

**Comments: only 1/3 of our service calls are repeat calls according to the residents polled.**

**12). If you requested additional service in 2007, was it because the original application was insufficient to meet your needs, or for a later re-treatment or follow up?**

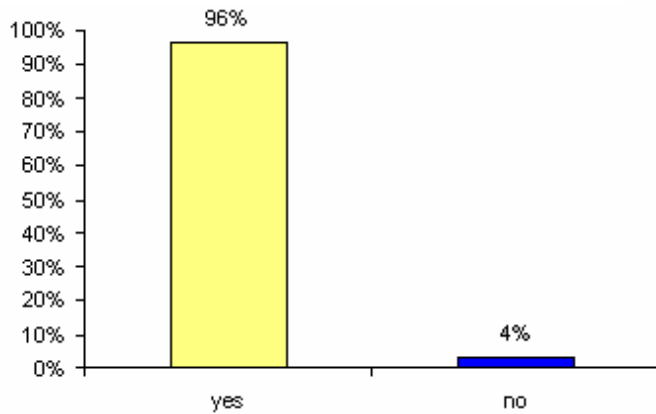
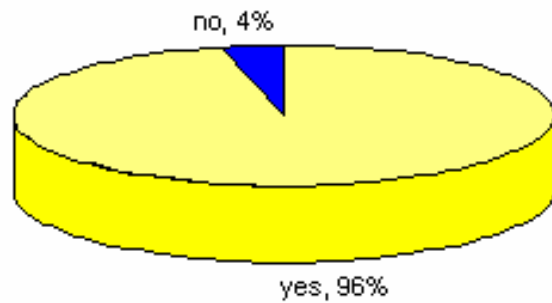
	Number	Percent
Re-treat	66	75%
Insufficient	22	25%
Total	88	



**Comments: 3/4 of our repeat calls are for additional service, not because the first application didn't meet their needs.**

**13). Would you/did you recommend our service to others in the future?**

	Number	Percent
Yes	210	96%
No	8	4%
Total	218	

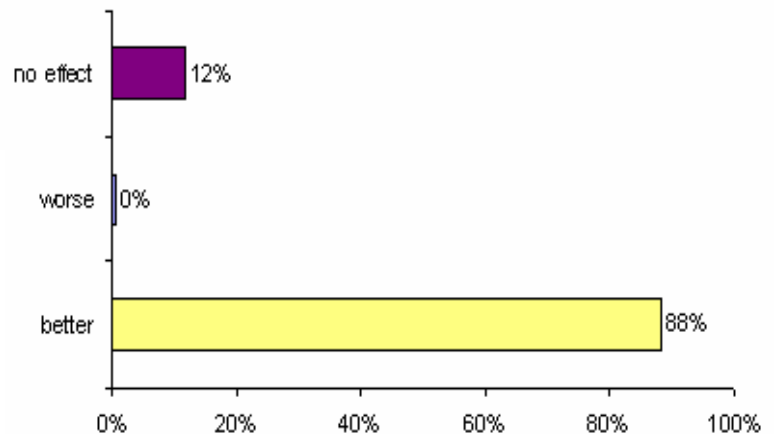


**Comments: a majority of residents polled would recommend our services to others.**

**14). In your opinion, did our application made your area better, worse, or had no effect?**



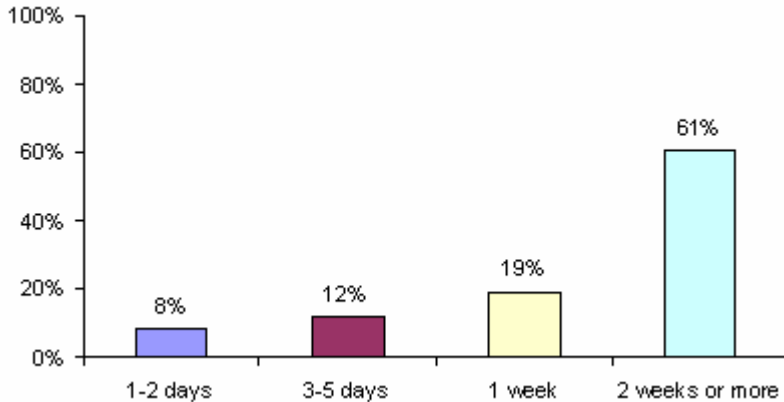
	Number	Percent
Better	189	88%
Worse	1	0%
No Effect	25	12%
Total	215	



**Comments: nearly all residents received relief from mosquitoes after our application.**



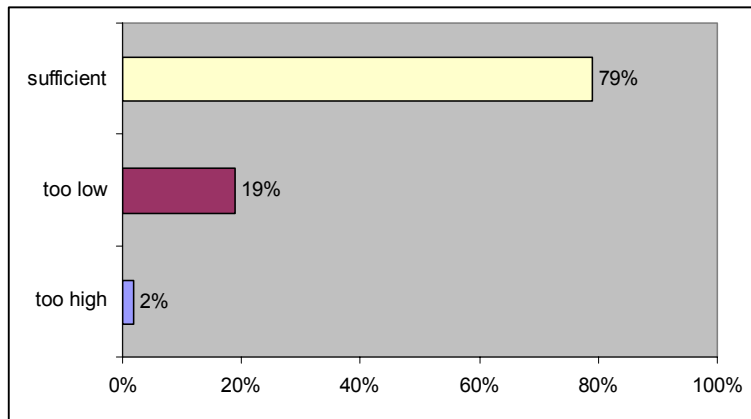
15). If you think your area improved, can you give an approximate length of time you experienced relief from mosquito annoyance?



	Number	Percent
1-2 days	15	8%
3-5 days	21	12%
1 week	35	19%
2 weeks+	110	61%
<b>Total</b>	<b>181</b>	

**Comments: 80% of residents polled reported relief of 1 week or greater, over 1/2 report more than 2 weeks of relief.**

16). On average, our services cost \$2.00 – \$4.00 per person each year (withheld from local aid rec'd from the State). In your opinion, is this amount too high, too low, or sufficient?

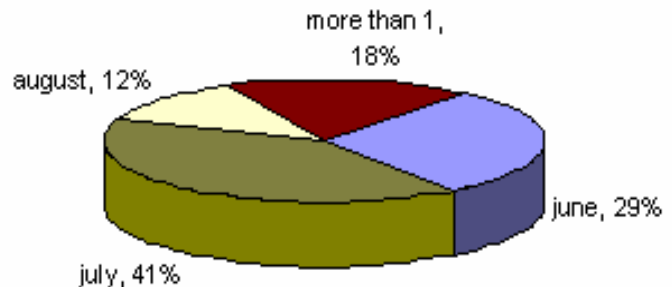


	Number	Percent
Sufficient	162	79%
Too Low	39	19%
Too High	4	2%
<b>Total</b>	<b>205</b>	

**Comments: most residents are satisfied with the assessments paid from local taxes for our services.**

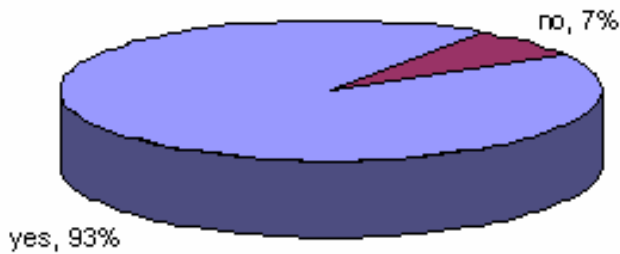
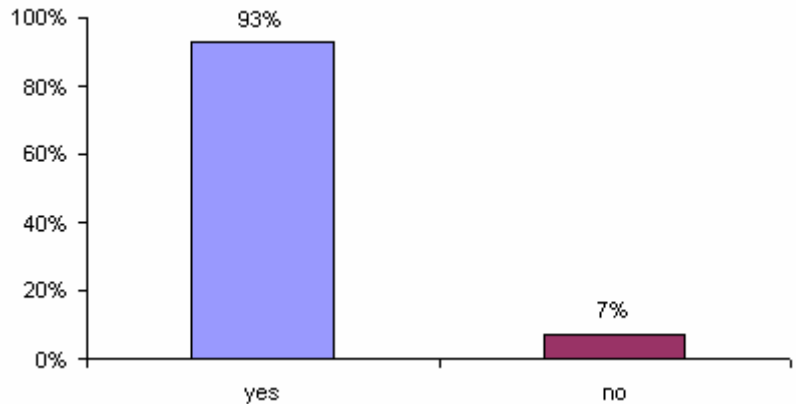
17). In which month or months do you recall receiving service?

	Number	Percent
June	63	29%
July	89	41%
August	27	12%
More than 1	40	18%
<b>Total</b>	<b>219</b>	



**18). Overall, are you happy with the service provided this year by CMMCP?**

	Number	Percent
Yes	204	93%
No	16	7%
Total	220	



**Comments: over 9 out of 10 residents were happy with the services provided by CMMCP in 2007.**

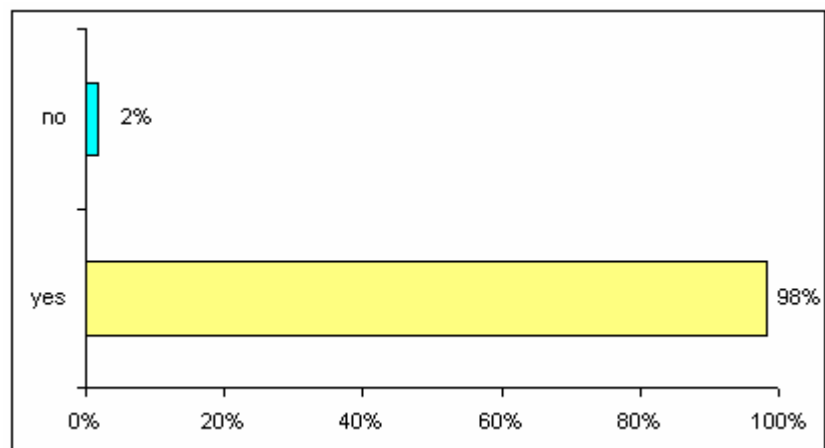
**19). Do you plan on using our service again in the future?**

yes, 98%



	Number	Percent
Yes	213	98%
No	4	2%
Total	217	

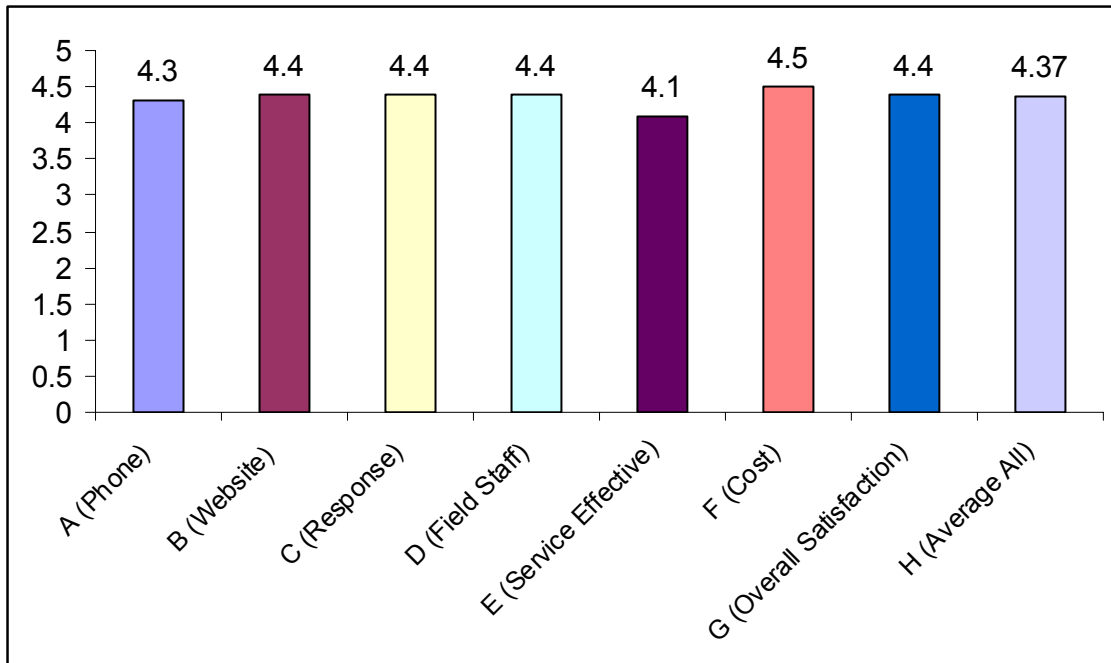
**Comments: nearly all residents that used our service will do so again in the future.**



Please rate our performance for 2007 from 0 to 5, where 5 is the best rating, 0 is the worst rating:

- A. The information you received over the phone was informative & helpful: 719 points from 830 (166 respondents) – 4.3 average from 5
- B. The information on our website is easily available and helpful: 741 points from 845 (169 respondents) – 4.4 average from 5
- C. The response time for service is reasonable: 951 points out of 1,075 (215 respondents) – 4.4 average from 5
- D. Our field staff that responded is knowledgeable and competent: 889 points out of 1,005 (201 respondents) – 4.4 average from 5
- E. The service provided was effective: 883 points out of 1,075 (215 respondents) – 4.1 average from 5
- F. This service is reasonable compared to the cost: 934 points out of 1,030 (206 respondents) – 4.5 average from 5
- G. Please rate your overall satisfaction with the service received in 2005: 934 points out of 1,030 (206 respondents) – 4.5 average from 5

**Total satisfaction rating: 6,025 points out of 6,890 possible – 4.37 average**



## **CONCLUSION**

Overall satisfaction was 93%, and 98% would use our services again in the future. One weakness identified in this study is that only 45% of the residents polled recalled receiving our written information. The importance of public education and outreach will be stressed to all CMMCP personnel in 2008. We will also continue to explore options regarding our phone system, and push the website as a viable solution for sending and receiving service requests.

Reprints of this document are available by calling our office at (508) 393-3055 or sending an e-mail to [cmmcp@cmmcp.org](mailto:cmmcp@cmmcp.org). This survey has been sent to all cities and towns in our service area, as well as members of the State Reclamation & Mosquito Control Board. This has also been posted on our website on the "Research and Efficacy" link (from the "Our Services" page).

The author would like to thank the staff at CMMCP and the CMMCP Commission, and especially the residents and public officials in the member cities and towns we provided service to in 2007.