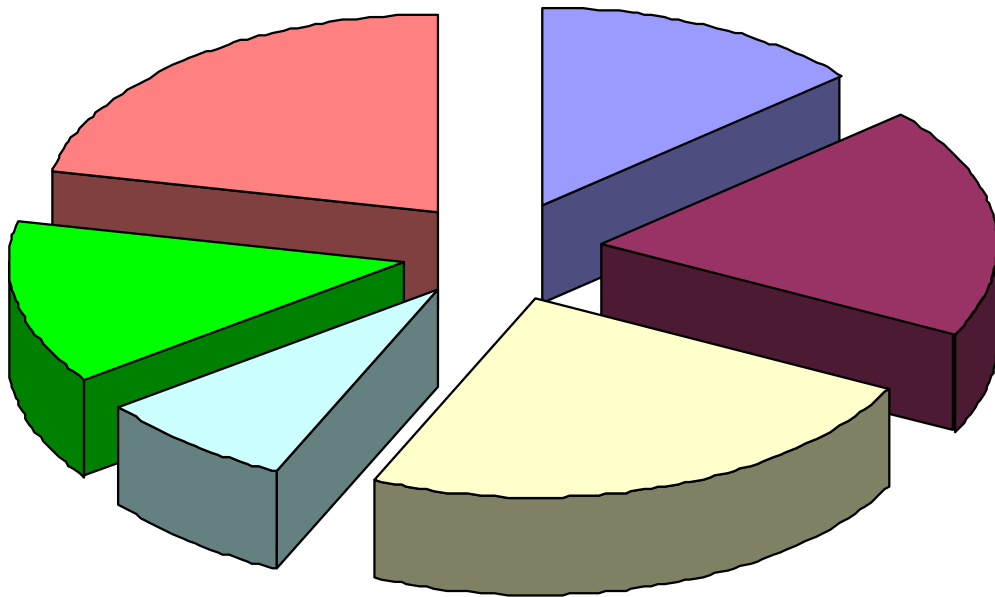


CENTRAL MASS MOSQUITO CONTROL PROJECT

www.cmmcp.org



RESIDENT SURVEY

2008

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 2008 to determine if our staff was meeting acceptable levels of customer satisfaction. This is the same survey that was done in 2005 & 2007. 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 previous years.

SURVEY METHODOLOGY

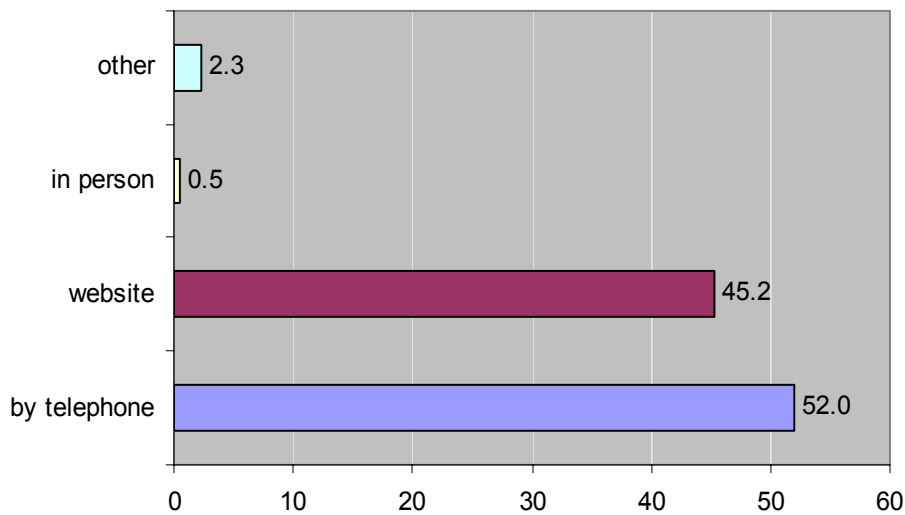
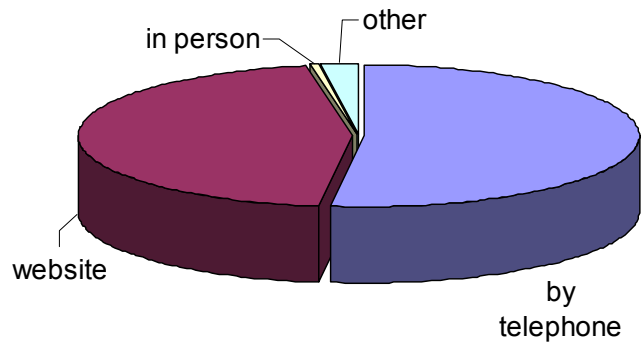
In 2008 we received 10,650 requests for service, ranging from adulticiding to larval control. 5,088 adulticiding calls were filtered (duplicates removed) and placed into a separate database. Service calls were sorted according to town, and each town was tabulated for total requests received in 2008. 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 service calls received this year. 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 two previous resident surveys.

From 1,000 postcards mailed, 224 responses were received (22.4%). The results are outlined in this report.

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?

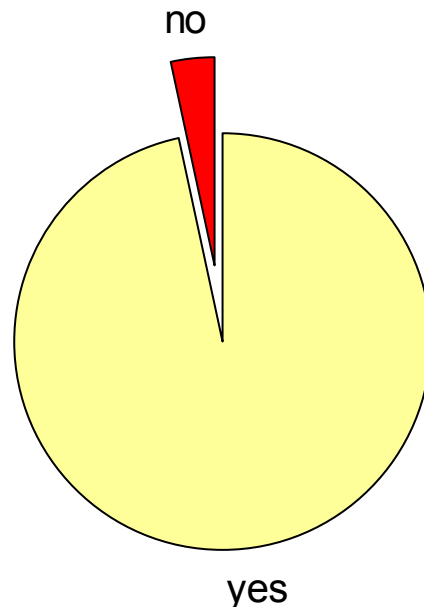
	Number	Percent
Telephone	115	52%
Website	100	45.2%
In person	1	0.5%
Other	5	2.3%
Total	221	



Comments: the phone system continues to be the most popular method of reaching our staff but the website is nearly equal in percentage.

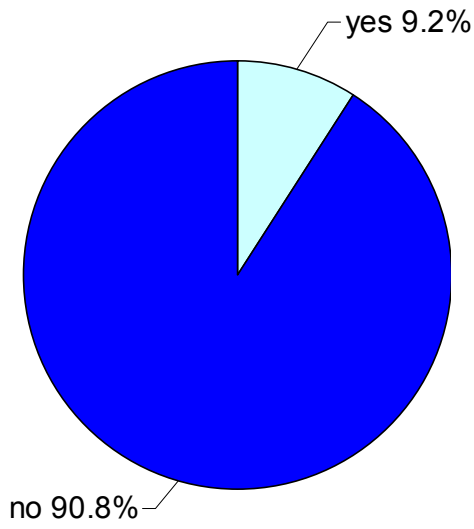
2). If by telephone or in person at the CMMCP office, were your questions or concerns answered to your satisfaction?

	Number	Percent
Yes	113	96.6%
No	4	3.4%
Total	117	

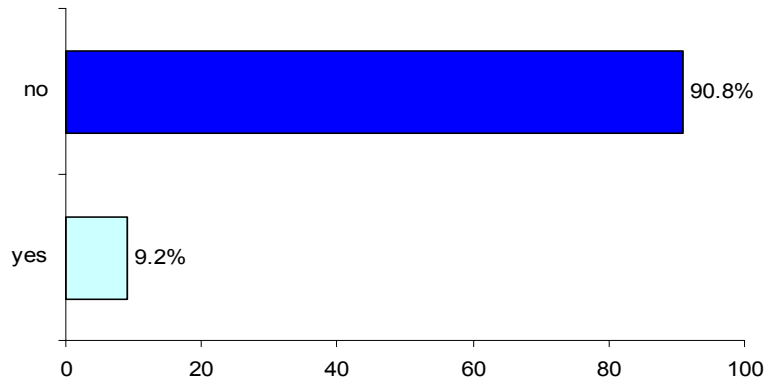


Comments: communication from the operators of the telephone system is clear and effective.

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



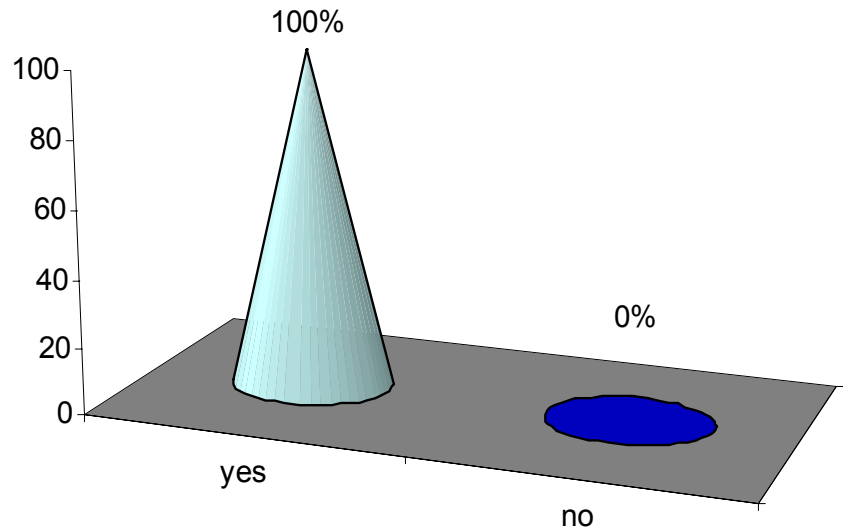
	Number	Percent
Yes	11	9.2%
No	109	90.8%
Total	120	



Comments nearly 91% 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?

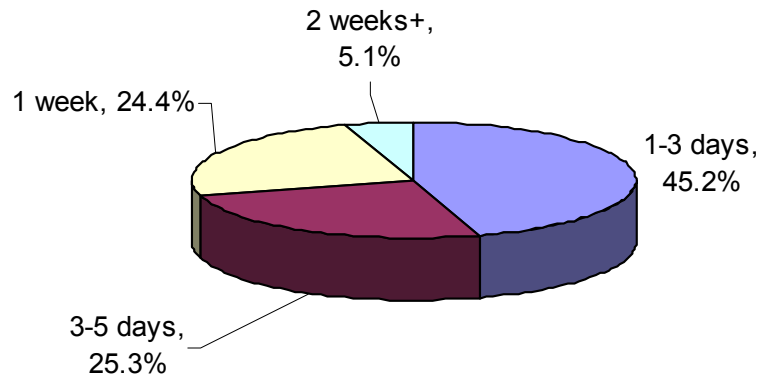
	Number	Percent
Yes	113	100%
No	0	0%
Total	113	



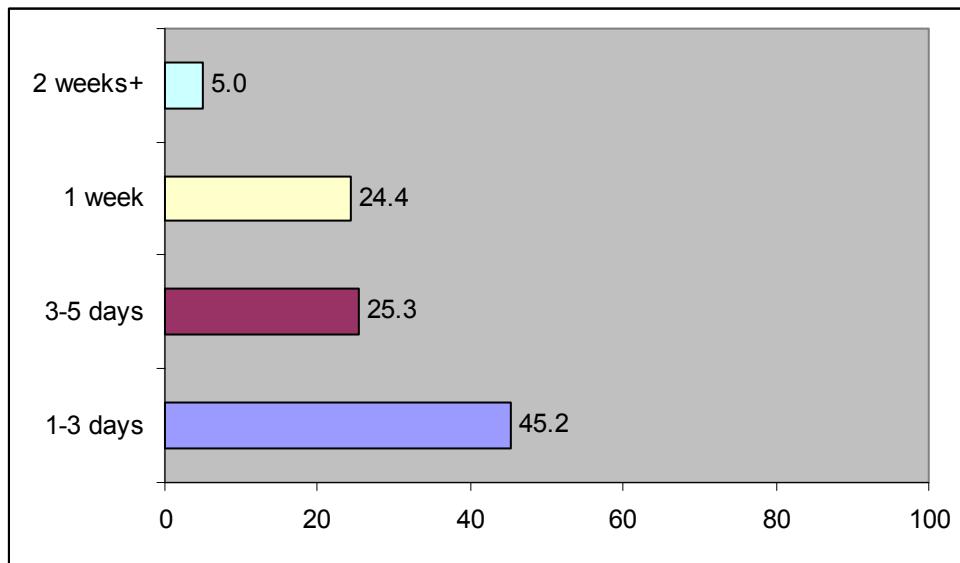
Comments: all respondents found the information they required on the website without difficulty.

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

	Number	Percent
1-3 days	100	45.2%
3-5 days	56	25.3%
1 week	54	24.4%
2 weeks+	11	5.1%
Total	221	

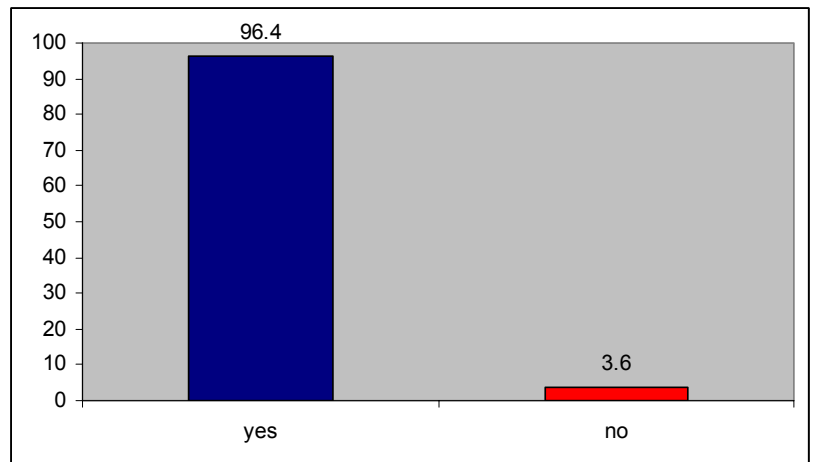


Comments: 94.9% were serviced within one week or less.



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

	Number	Percent
Yes	213	96.4%
No	8	3.6%
Total	221	

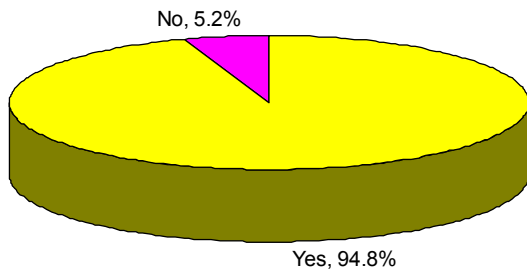
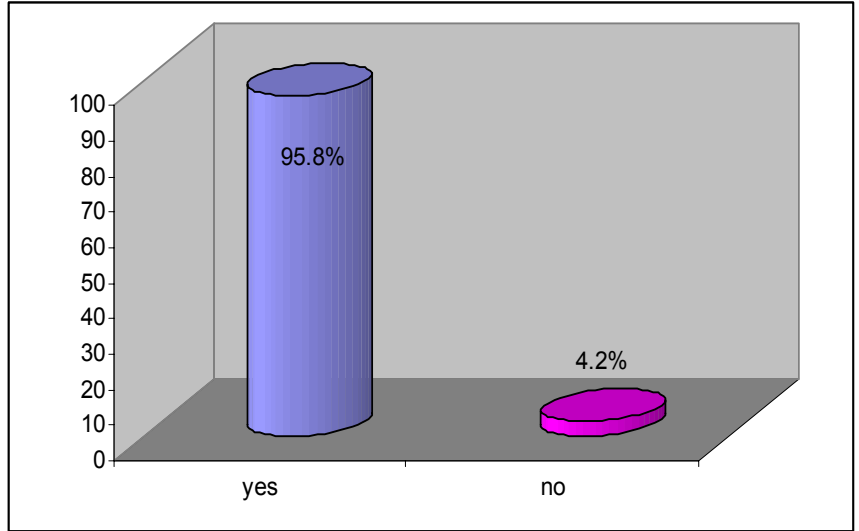


Comments: a majority thought that the response time was reasonable.

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

	Number	Percent
Yes	204	95.8%
No	9	4.2%
Total	213	

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?

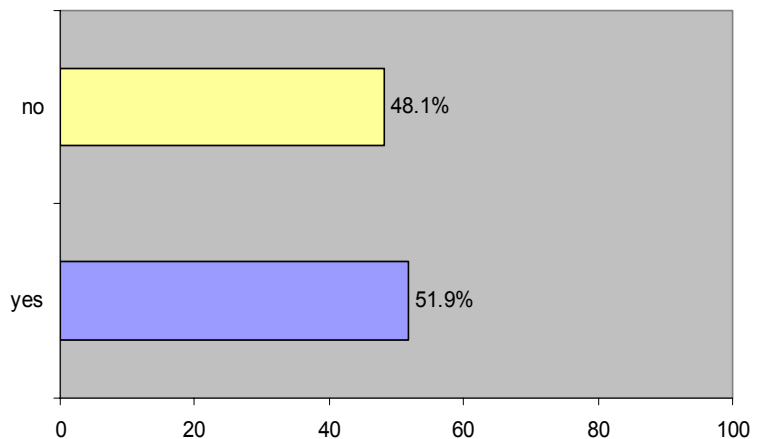
	Number	Percent
Yes	199	94.8%
No	11	5.2%
Total	210	

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?

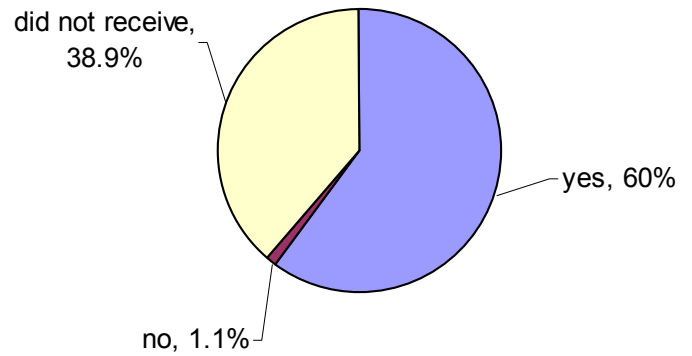
	Number	Percent
Yes	112	51.9%
No	104	48.1%
Total	216	

Comments: not enough residents received our written information.



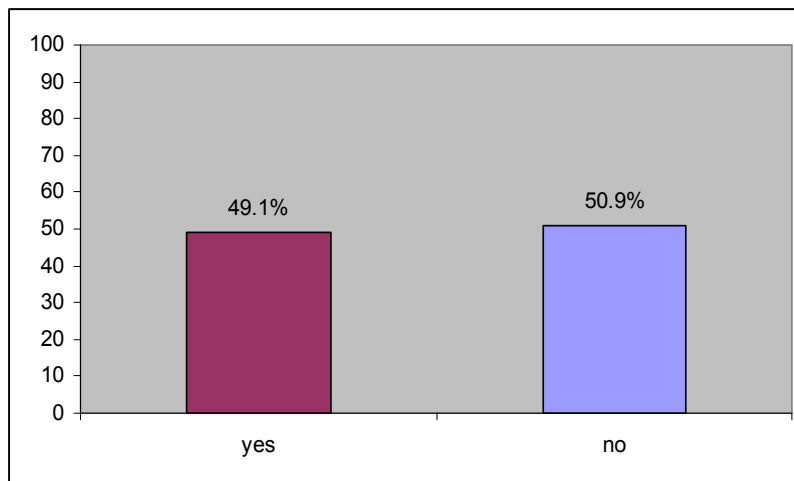
10). Did you find this information useful?

	Number	Percent
Yes	111	60%
No	2	1.1%
Did not receive	72	38.9%
Total	185	



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

11). Did you request service more than once in 2008?

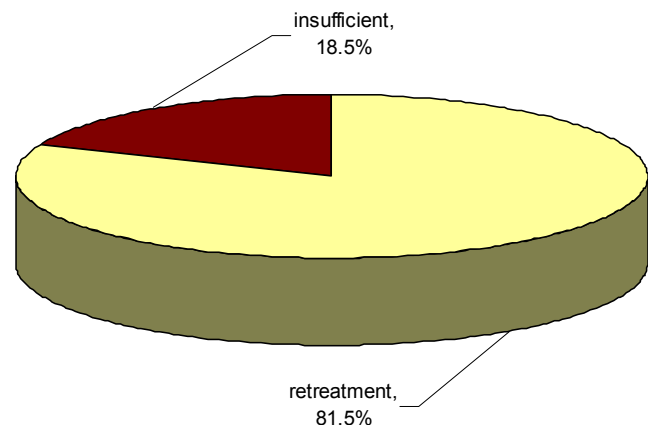


	Number	Percent
Yes	108	49.1%
No	112	50.9%
Total	220	

Comments: about 1/2 of our service calls are repeat calls according to the residents polled.

12). If you requested additional service in 2008, was it because the original application was insufficient to meet your needs, or for a later re-treatment or follow up?

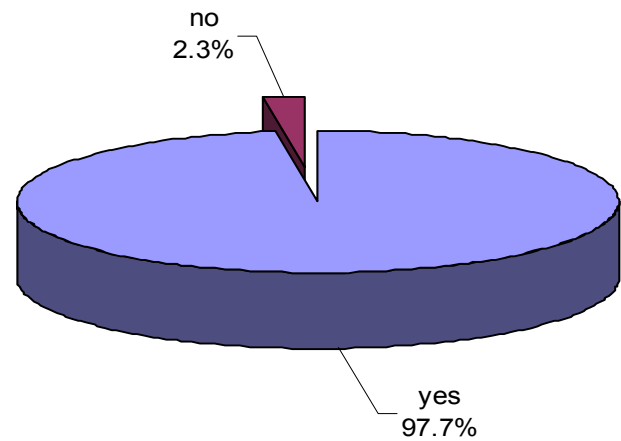
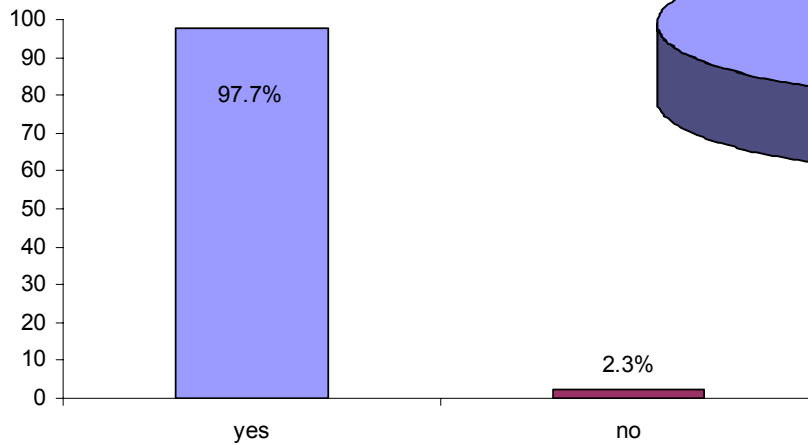
	Number	Percent
Retreatment	101	81.5%
Insufficient	23	18.5%
Total	124	



Comments: over 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?

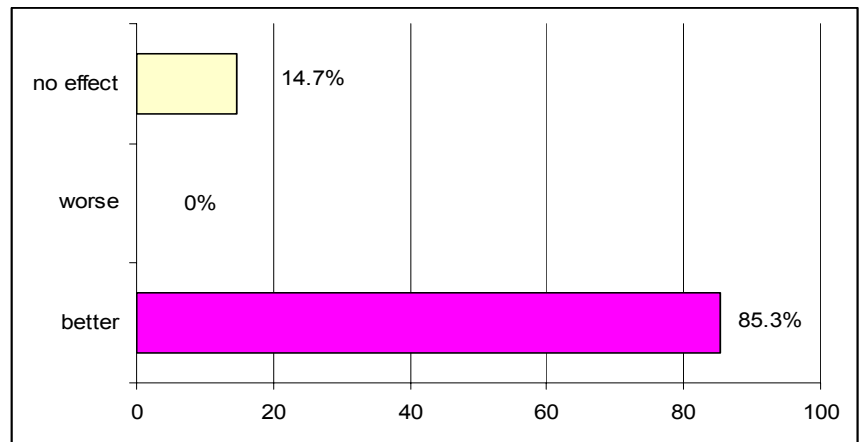
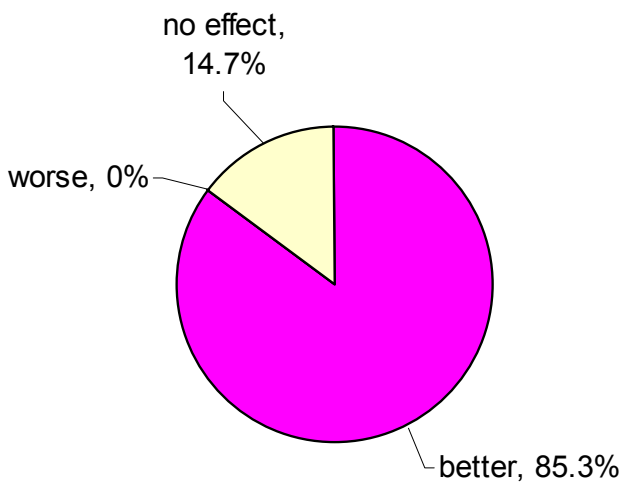
	Number	Percent
Yes	216	97.7%
No	5	2.3%
Total	221	



Comments: nearly all residents polled would recommend our services to others.

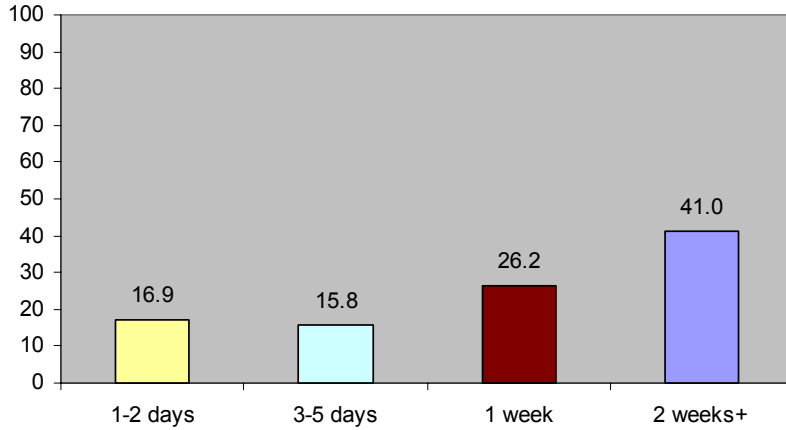
14). In your opinion, did our application made your area better, worse, or had no effect?

	Number	Percent
Better	185	85.3%
Worse	0	0%
No Effect	32	14.7%
Total	217	



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

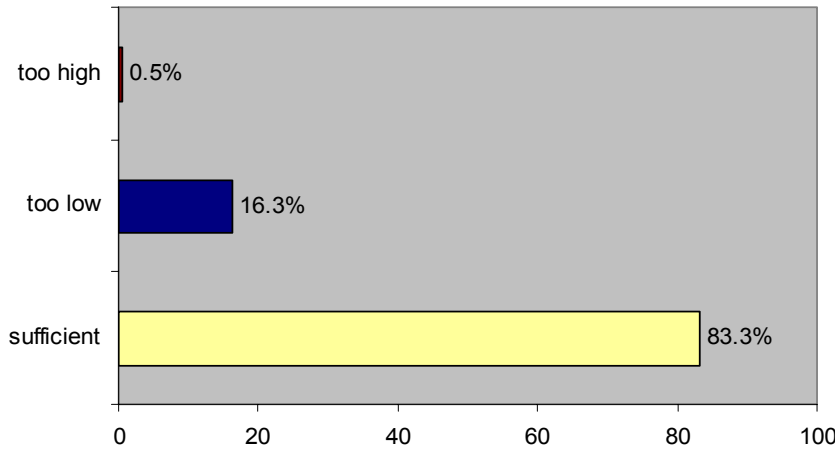
15). If you think your area improved, can you give an approximate length of time you experienced relief from mosquito annoyance?



	Number	Percent
1-2 days	31	16.9%
3-5 days	29	15.8%
1 week	48	26.2%
2 weeks+	75	41%
Total	183	

Comments: 2/3 of residents polled reported relief of 1 week or more, 41% 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?

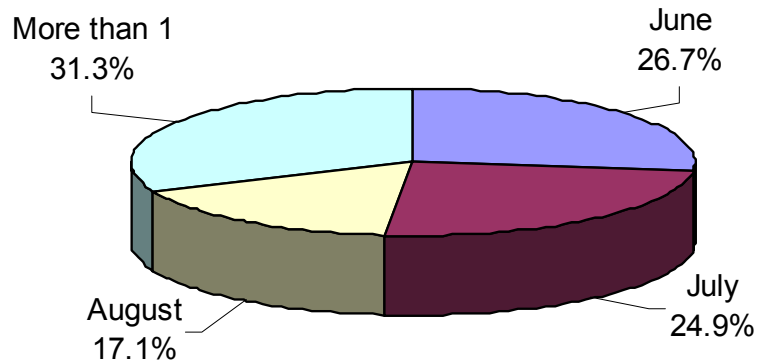


	Number	Percent
Sufficient	179	83.3%
Too Low	35	16.3%
Too High	1	0.5%
Total	215	

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

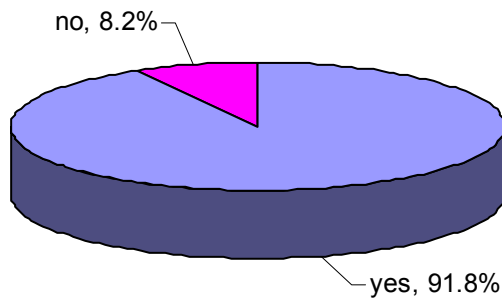
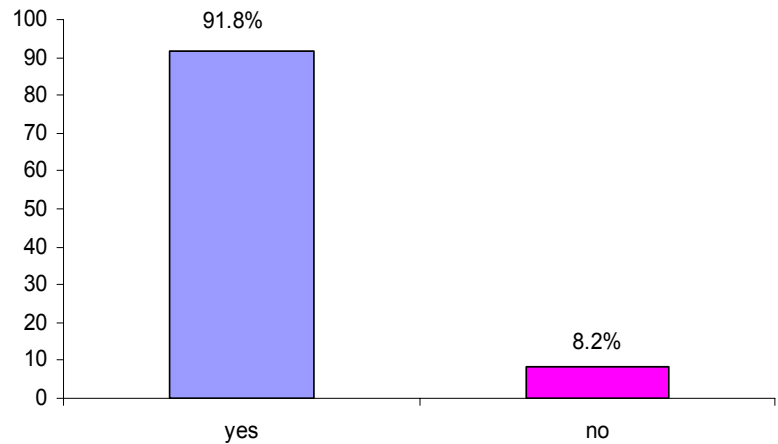
17). In which month or months do you recall receiving service?

	Number	Percent
June	58	26.7%
July	54	24.9%
August	37	17.1%
More than 1	68	31.3%
Total	217	



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

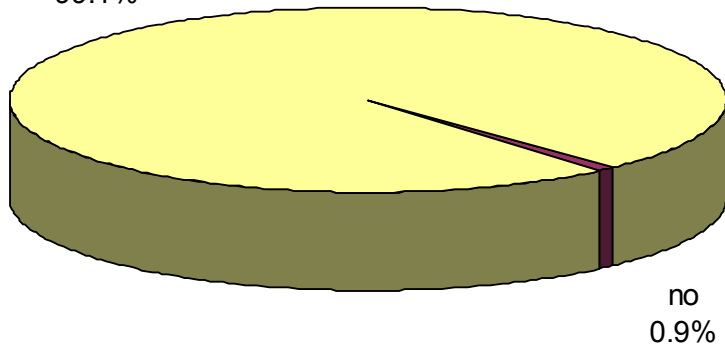
	Number	Percent
Yes	202	91.8%
No	18	8.2%
Total	220	



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

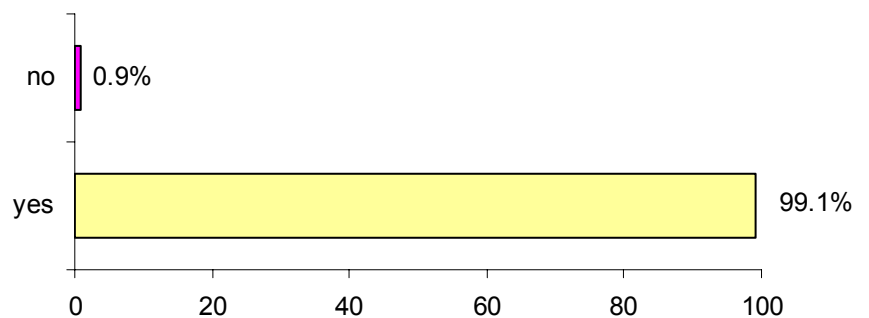
19). Do you plan on using our service again in the future?

yes
99.1%



	Number	Percent
Yes	219	99.1%
No	2	0.9%
Total	221	

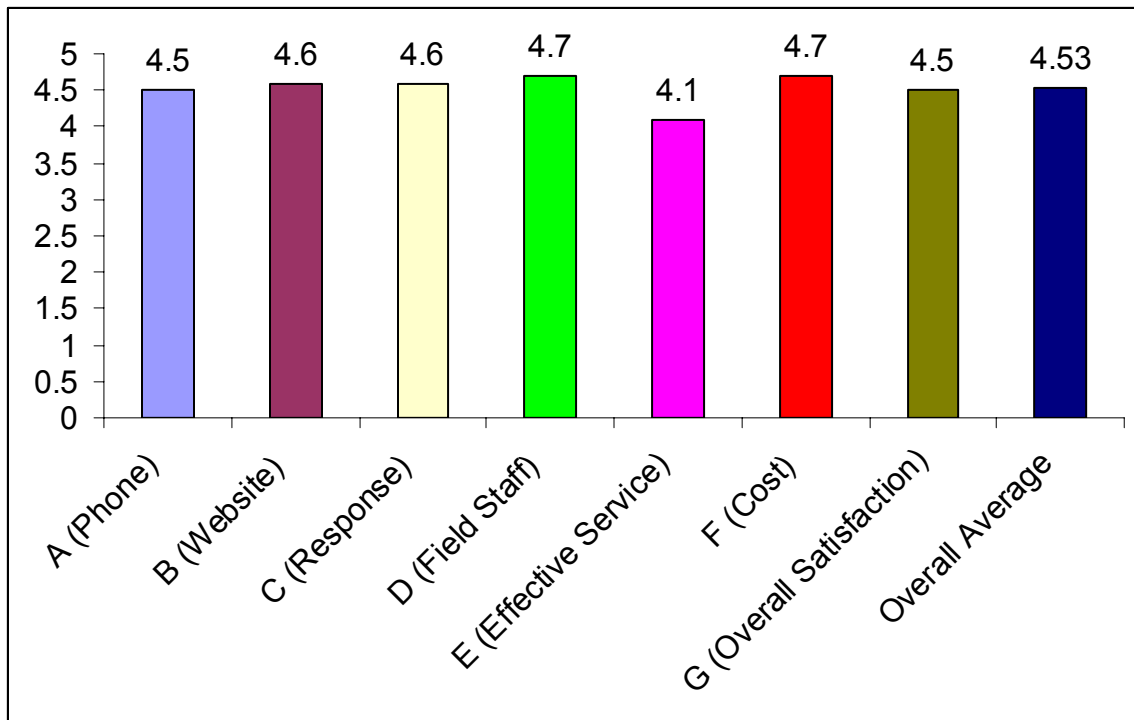
Comments: nearly all residents that used our service will do so again in the future.



Please rate our performance for 2008 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: 682 points from 760 (152 respondents) – 4.5 average from 5
- B. The information on our website is easily available and helpful: 849 points from 925 (185 respondents) – 4.6 average from 5
- C. The response time for service is reasonable: 1001 points out of 1,080 (216 respondents) – 4.6 average from 5
- D. Our field staff that responded is knowledgeable and competent: 968 points out of 1,035 (207 respondents) – 4.7 average from 5
- E. The service provided was effective: 880 points out of 1,070 (214 respondents) – 4.1 average from 5
- F. This service is reasonable compared to the cost: 986 points out of 1,055 (211 respondents) – 4.7 average from 5
- G. Please rate your overall satisfaction with the service received in 2008: 969 points out of 1,065 (213 respondents) – 4.5 average from 5

Total satisfaction rating: 6,335 points out of 6,990 possible – 4.53 average



CONCLUSION

Overall satisfaction was 91.8%, and 99.1% would use our services again in the future. One weakness identified in this study is that only 51.9% of the residents polled recalled receiving our written information. The importance of public education and outreach will be stressed to all CMMCP personnel in 2009. 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. 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 2008.