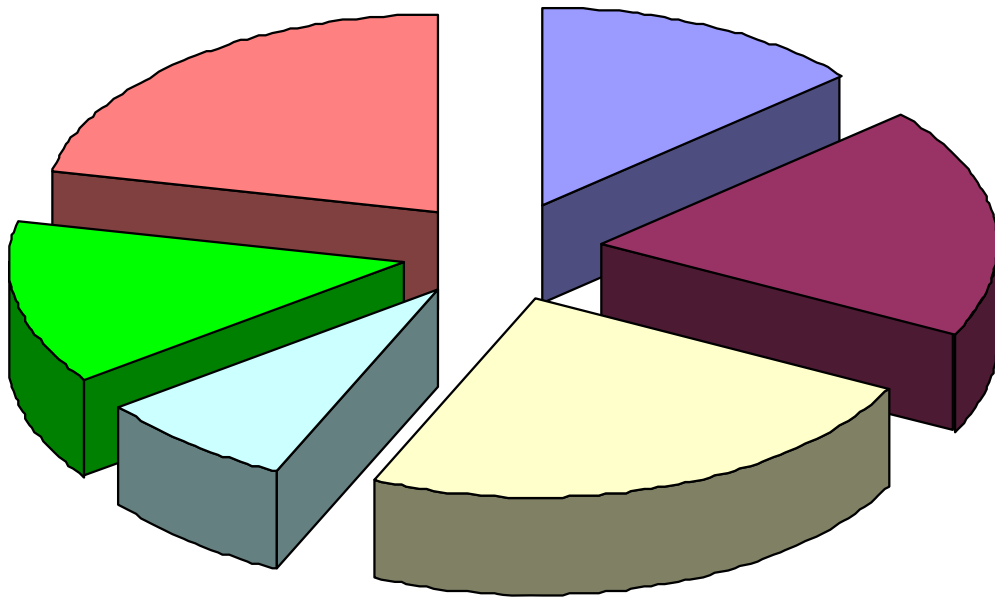


CENTRAL MASS MOSQUITO CONTROL PROJECT

www.cmmcp.org



RESIDENT SURVEY

2011

INTRODUCTION

Member residents request assistance 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 these requests 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 resident who received service in 2011 to determine if our staff was meeting acceptable levels of customer satisfaction. This is the same survey that was done in 2005-2010 (excluding 2006). 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

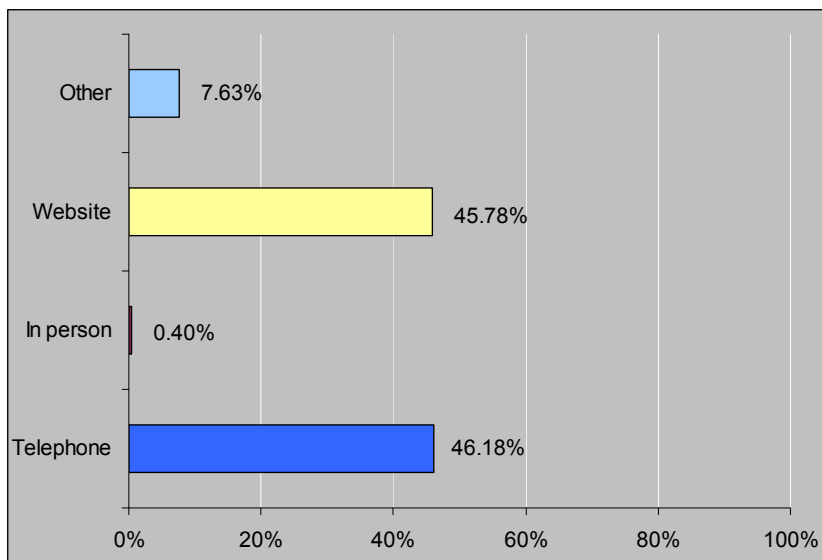
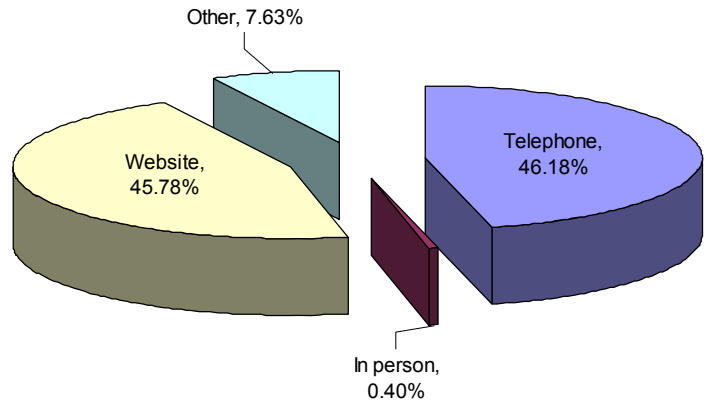
In 2011 we received 14,731 requests for service, ranging from adulticiding to larval control, a 32.5% increase in service requests from 2010. 9,265 adulticiding calls were filtered (multiples removed) and placed into a separate database. Service calls were sorted according to town, and each town was tabulated for total requests received in 2011. 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 1,500 postcards would be a representative sample of the service calls received this year (this is an increase of 500 over the first 3 surveys but the same as 2009 & 2010). The survey was designed to be as easy as possible for residents to access and complete. An online survey was created through SurveyMonkey®, and the postcards would include unique identifiers that the residents would use. The postcards contained a blind weblink to the survey so that uninvited 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 all previous resident surveys.

From 1,500 postcards mailed, 251 responses were received (17%). 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?

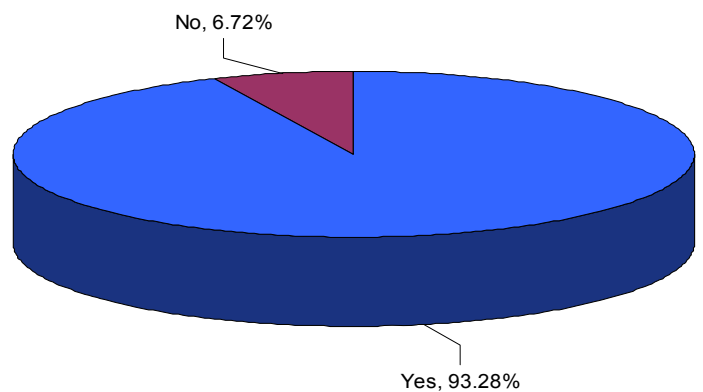
	Number	Percent
Telephone	115	46.18%
Website	114	45.78%
In person	1	0.40%
Other	19	7.63%
Total	249	



Comments: the website compares closely to the phone system as the most popular method of reaching our staff.

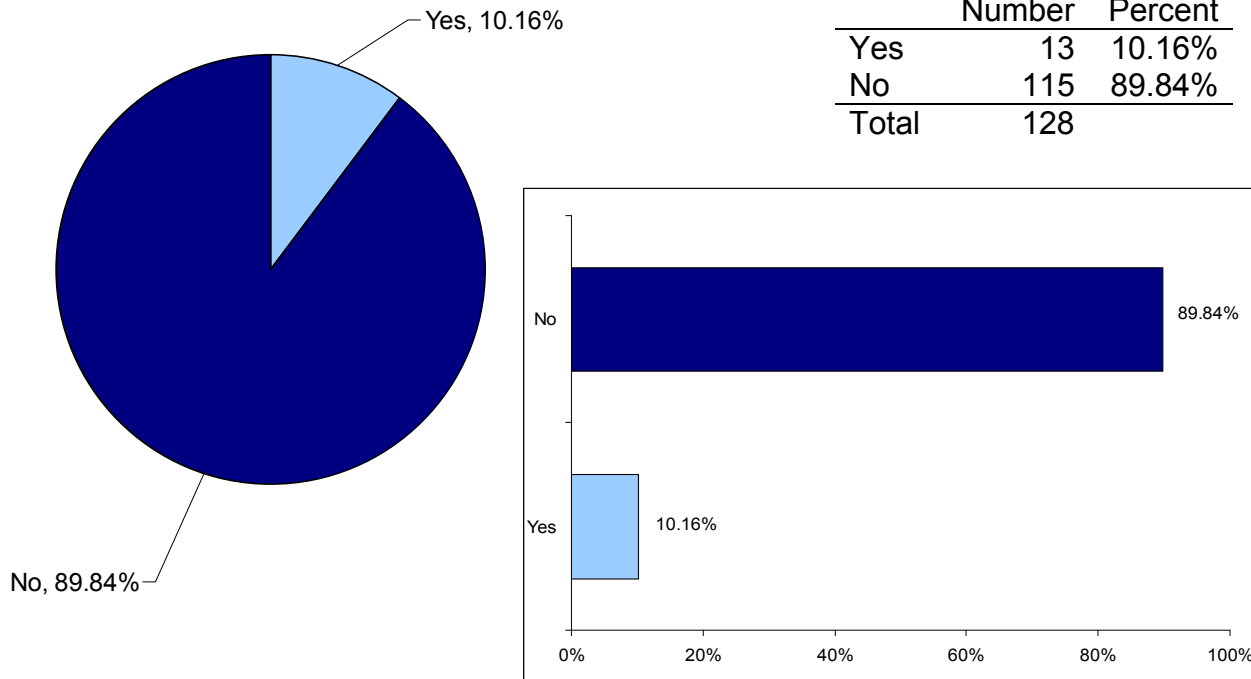
2). If by telephone or in person at the CMMCP office, were your questions or concerns answered to your satisfaction?

	Number	Percent
Yes	125	93.28%
No	9	6.72%
Total	134	



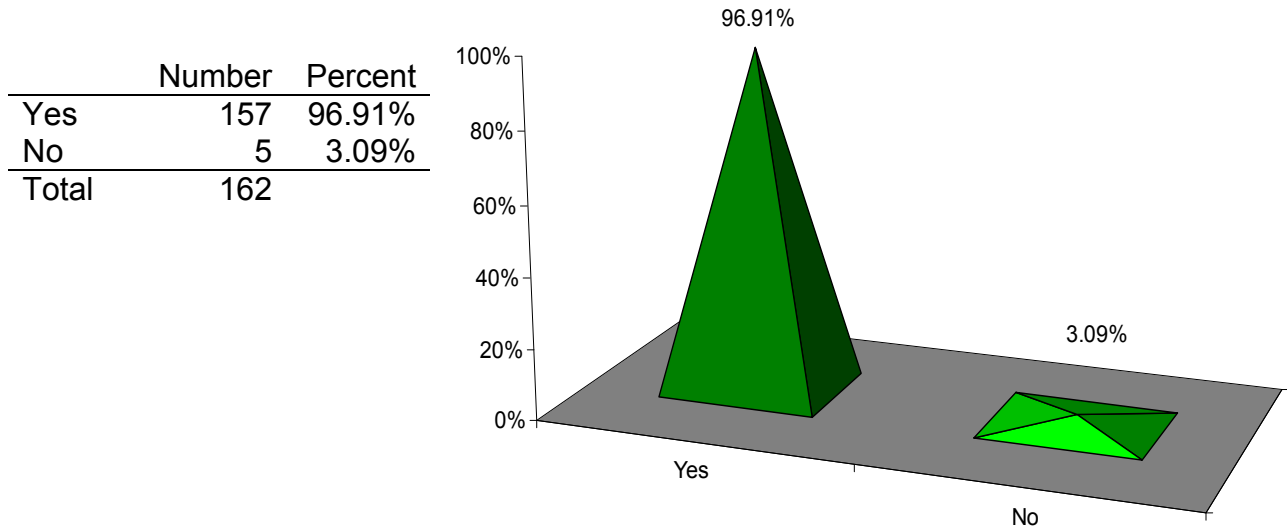
Comments: communication from the operators of the telephone system is clear and effective.

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



Comments: nearly 90% of residents polled did not experience any problems reaching our staff through the current system.

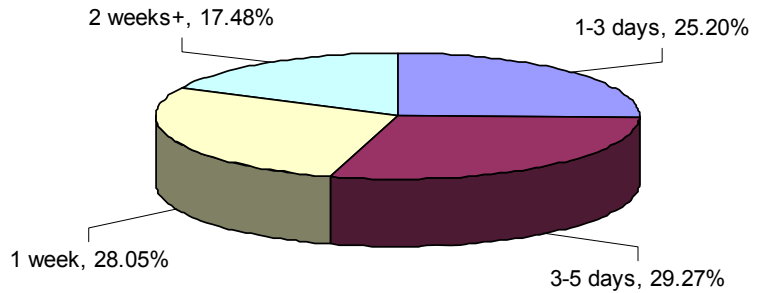
4). If through the website or e-mail, did you find the information you needed in a satisfactory manner?



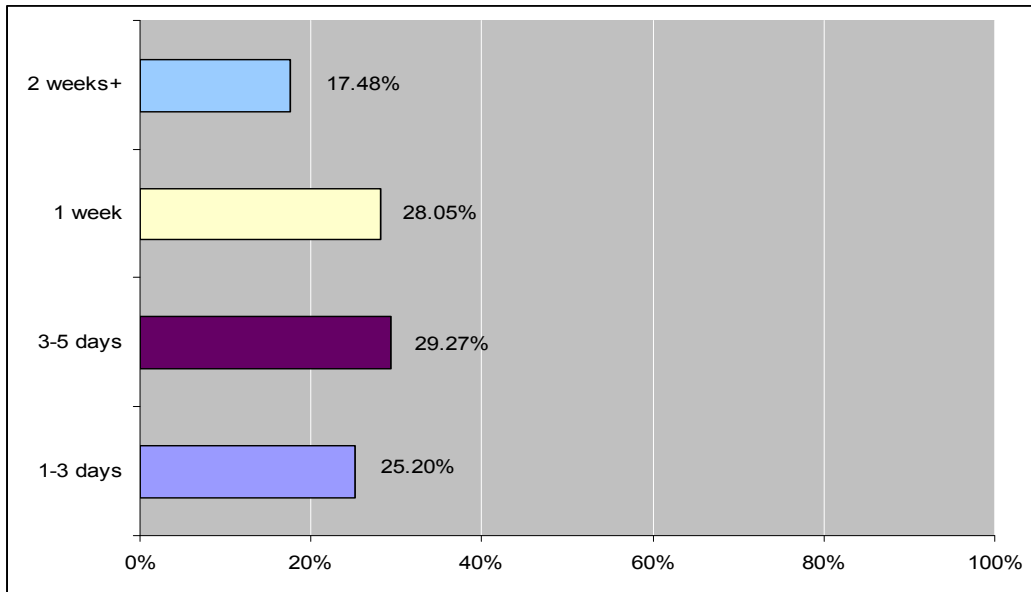
Comments: nearly all respondents found the information they required on the website without difficulty.

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

	Number	Percent
1-3 days	62	25.20%
3-5 days	72	29.27%
1 week	69	28.05%
2 weeks+	43	17.48%
Total	246	



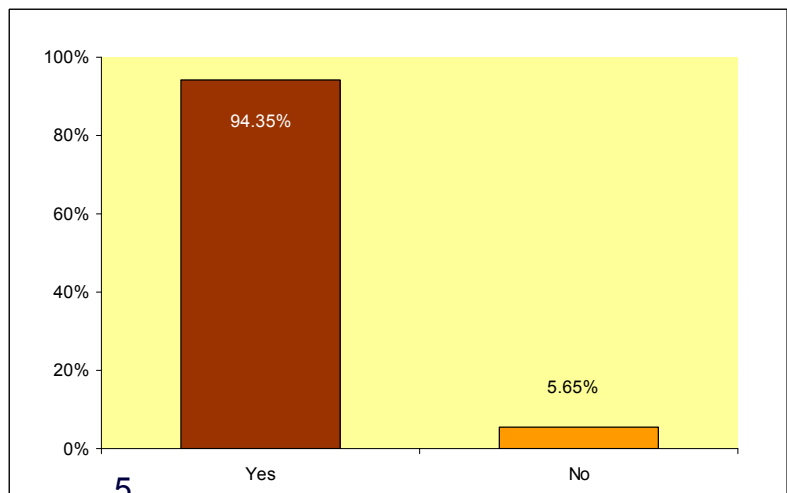
Comments: 82.52% were serviced within one week or less.



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

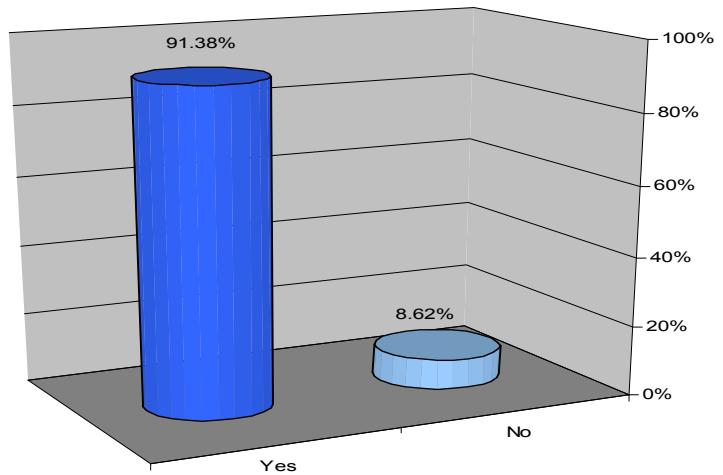
	Number	Percent
Yes	234	94.35%
No	14	5.65%
Total	248	

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



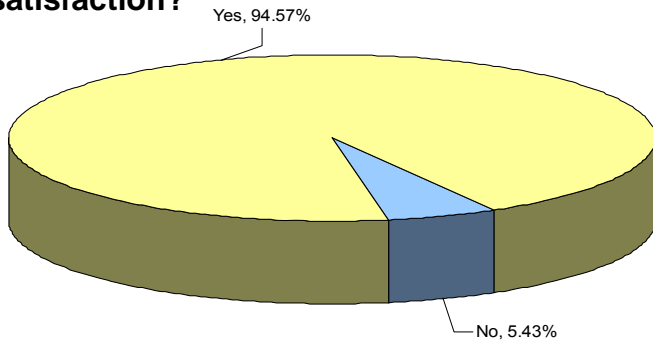
7). When you received service, did our field representative appear knowledgeable and competent about his/her profession?

	Number	Percent
Yes	212	91.38%
No	20	8.62%
Total	232	



Comments: Our staff projects a positive and professional image to the public. Of the respondents that said no, many stated they did not speak to a rep. from CMMCP

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

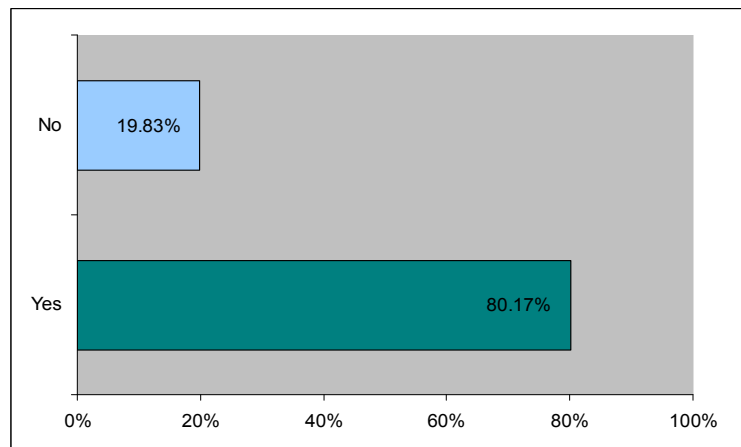


	Number	Percent
Yes	209	94.57%
No	12	5.43%
Total	221	

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?

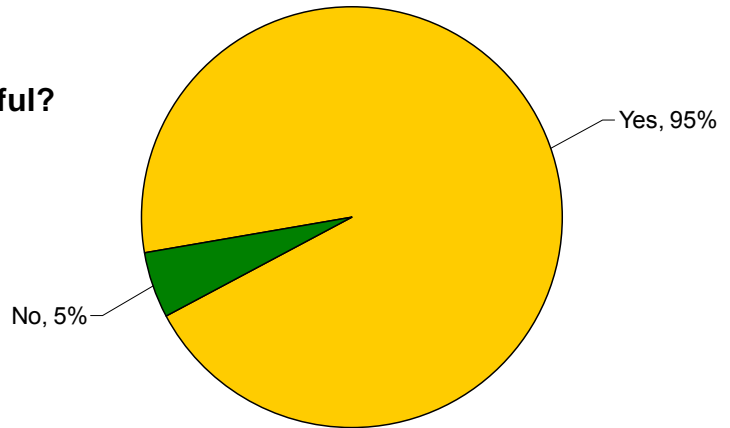
	Number	Percent
Yes	194	80.17%
No	48	19.83%
Total	242	



Comments: more residents are receiving our written information and this number has improved from year to year.

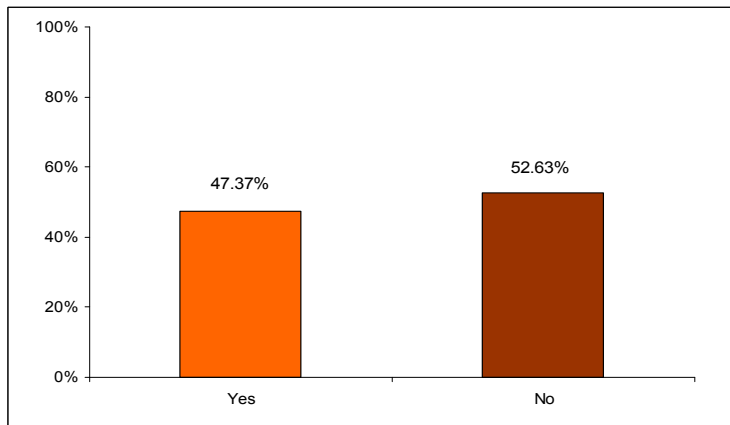
10). Did you find this information useful?

	Number	Percent
Yes	190	95%
No	10	5%
Total	200	



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

11). Did you request service more than once in 2011?

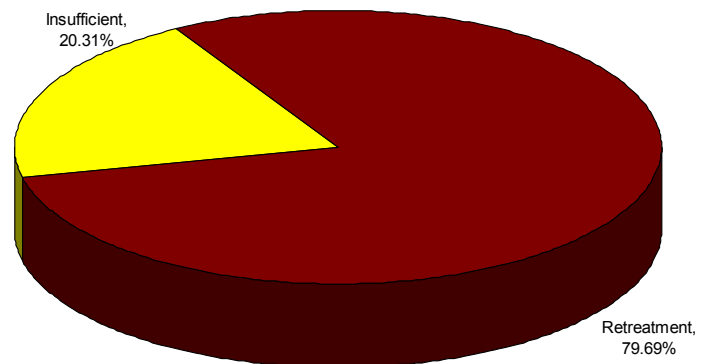


	Number	Percent
Yes	117	47.37%
No	130	52.63%
Total	247	

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

12). If you requested additional service in 2011, was it because the original application was insufficient to meet your needs, or for a later re-treatment or follow up?

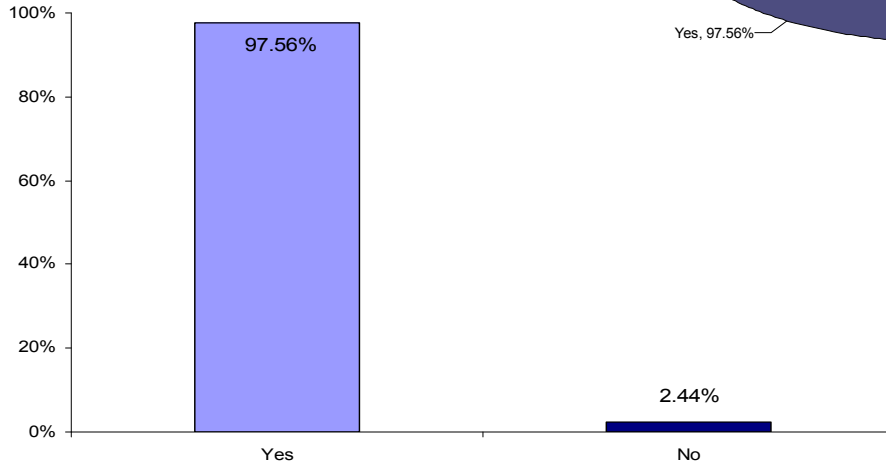
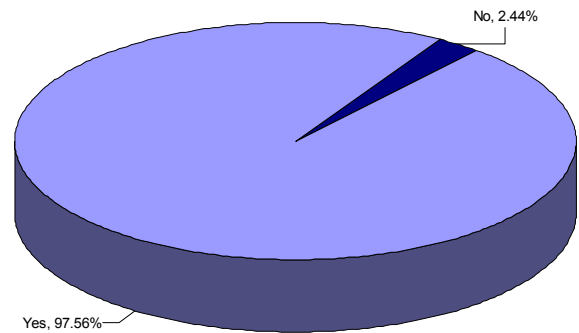
	Number	Percent
Retreatment	102	79.69%
Insufficient	26	20.31%
Total	128	



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

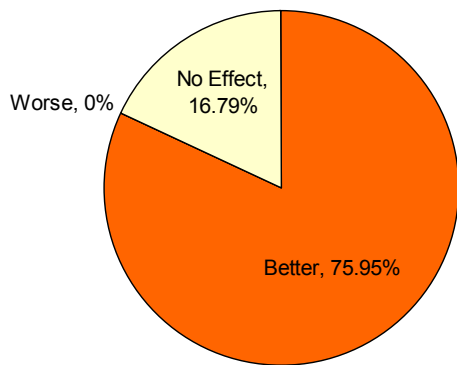
13). Would you/did you recommend our service to others in the future?

	Number	Percent
Yes	240	97.56%
No	6	2.44%
Total	246	

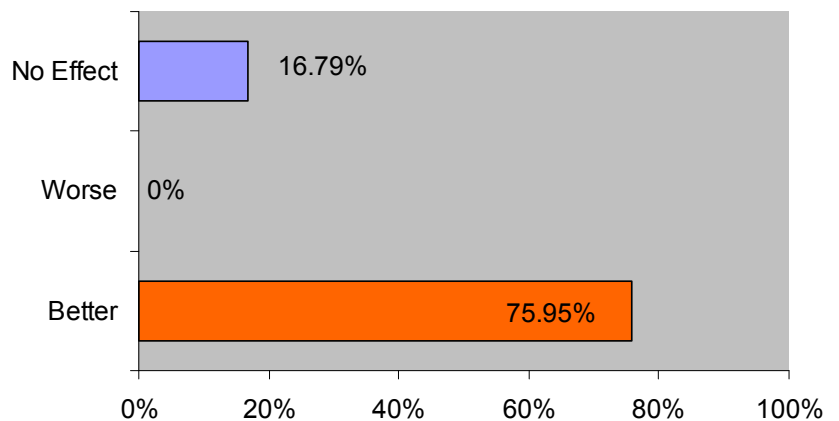


Comments: nearly all residents polled would recommend our services to others.

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

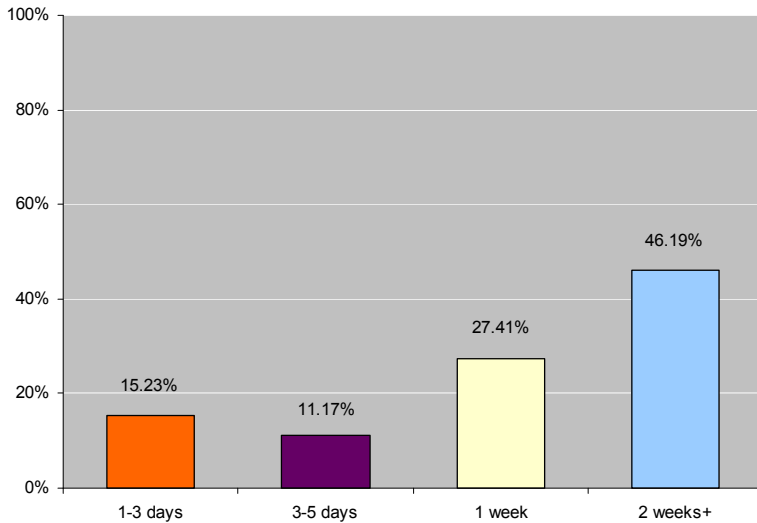


	Number	Percent
Better	199	75.95%
Worse	0	0%
No Effect	44	16.79%
Total	262	



Comments: nearly all residents received relief from mosquitoes.

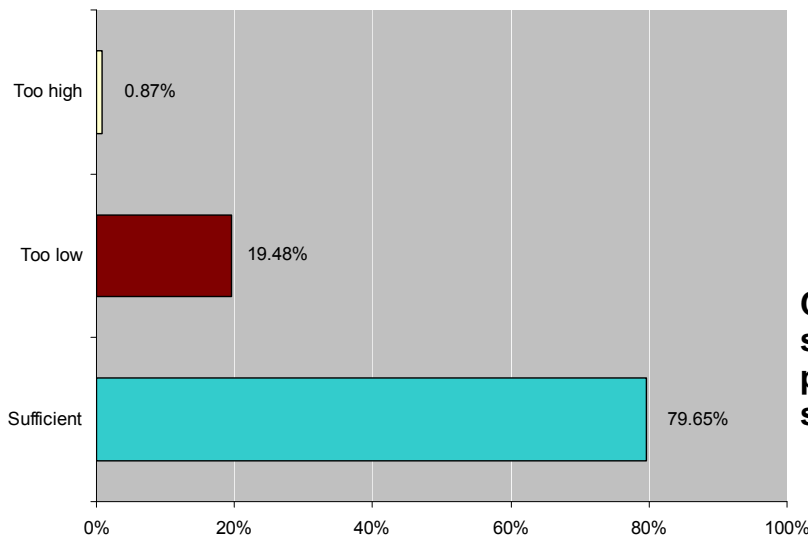
15). If you think your area improved, can you give an approximate length of time you experienced relief from mosquito annoyance?



	Number	Percent
1-3 days	30	15.23%
3-5 days	22	11.17%
1 week	54	27.41%
2 weeks+	91	46.19%
Total	197	

Comments: over 2/3 of residents polled reported relief of 1 week or more, nearly half report greater 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?

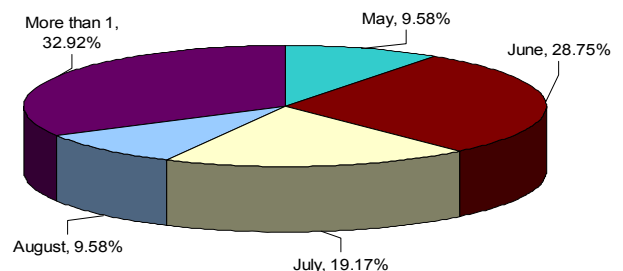


	Number	Percent
Sufficient	184	79.65%
Too Low	45	19.48%
Too High	2	0.87%
Total	231	

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

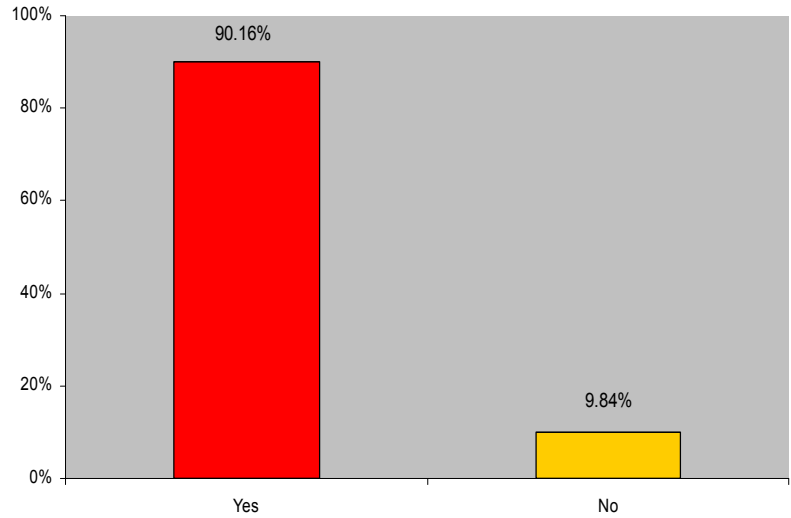
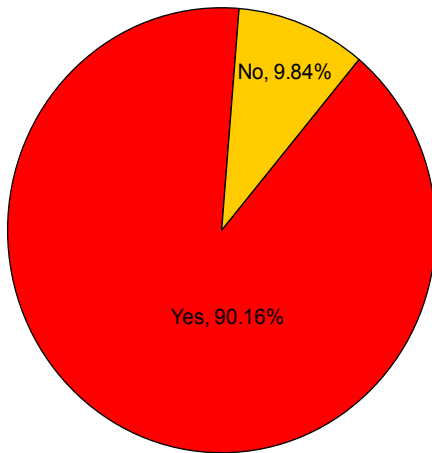
17). In which month or months do you recall receiving service?

	Number	Percent
May	33	13%
June	70	27.6%
July	63	24.8%
August	15	5.9%
More than 1	73	28.7%
Total	254	



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

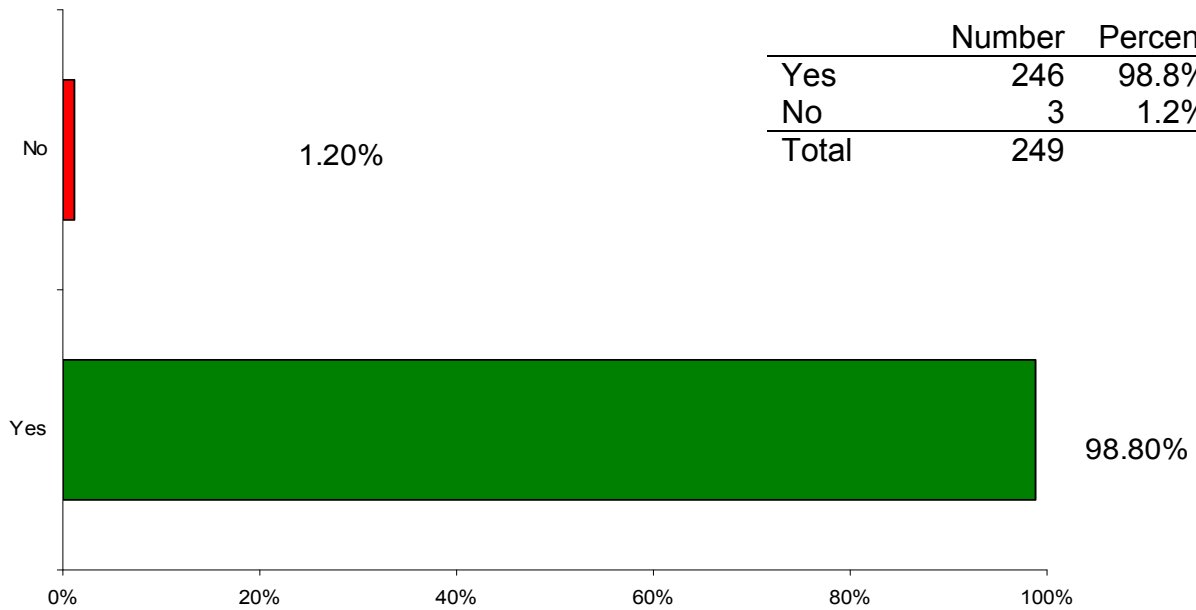
	Number	Percent
Yes	220	90.16%
No	24	9.84%
Total	244	



Comments: 9 out of 10 residents were happy with the services provided by CMMCP in 2011.

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

	Number	Percent
Yes	246	98.8%
No	3	1.2%
Total	249	

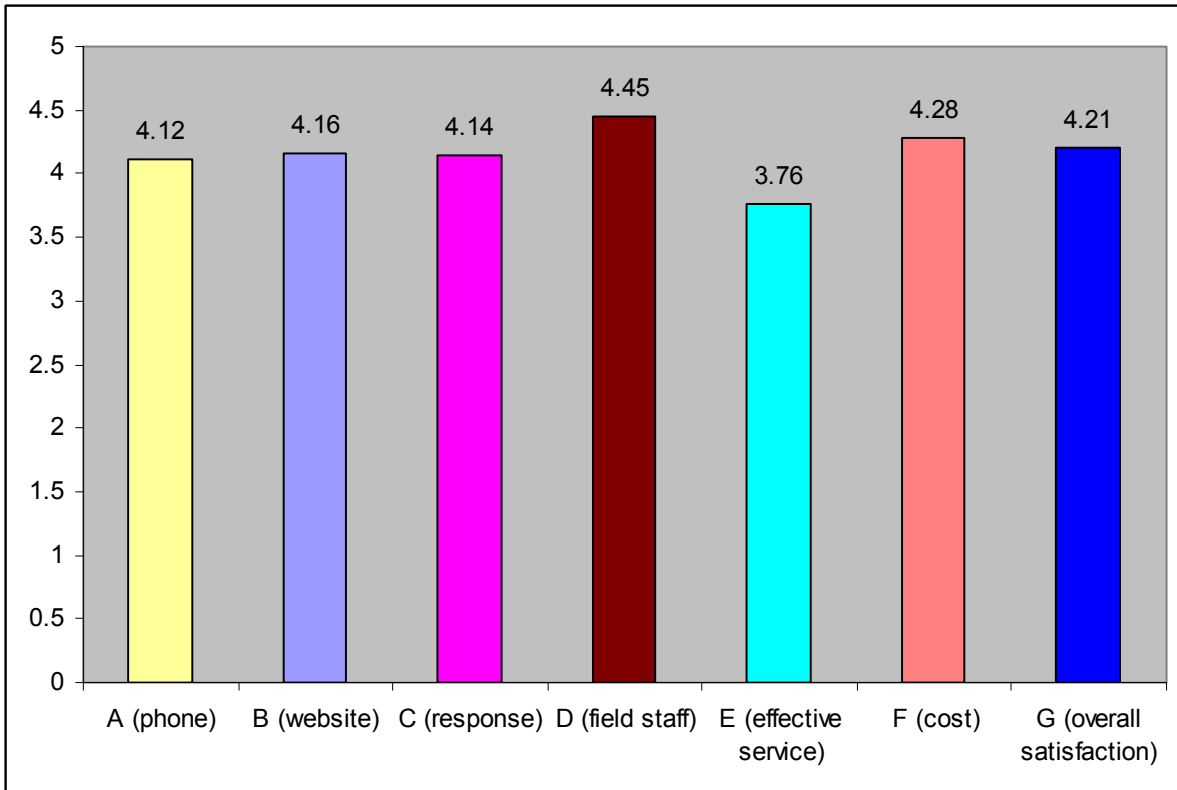


Comments: nearly all residents that used our service will do so again in the future.

Please rate our performance for 2011 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: 548 points from 665 (133 respondents) – **4.12 average** from 5
- B. The information on our website is easily available and helpful: 711 points from 855 (171 respondents) – **4.16 average** from 5
- C. The response time for service is reasonable: 1,010 points out of 1,220 (244 respondents) – **4.14 average** from 5
- D. Our field staff that responded is knowledgeable and competent: 1,001 points out of 1,125 (225 respondents) – **4.45 average** from 5
- E. The service provided was effective: 898 points out of 1,195 (239 respondents) – **3.76 average** from 5
- F. This service is reasonable compared to the cost: 817 points out of 955 (191 respondents) – **4.28 average** from 5
- G. Please rate your overall satisfaction with the service received in 2011: 1,010 points out of 1,200 (240 respondents) – **4.21 average** from 5

Total satisfaction rating: 5,995 points out of 7,215 possible – 4.16 average
1,443 total responses



CONCLUSION

Overall satisfaction was 90.16%, and 98.8% would use our services again in the future. Answers to question #9 shows a marked increase over past years in regards to residents receiving public relations materials. This survey also documents the increase in website usage to register requests.

Overall this survey shows high satisfaction amongst the respondents, but some ratings were slightly lower than in past surveys. This may be due to a higher volume of service requests early in the season resulting in extended waits for service, and above average rainfall in August and September that resulted in a late season emergence of relood mosquitoes. Night time temperatures late in the season did not allow extended spray operations despite the overall population of mosquitoes in many areas.



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 2011.