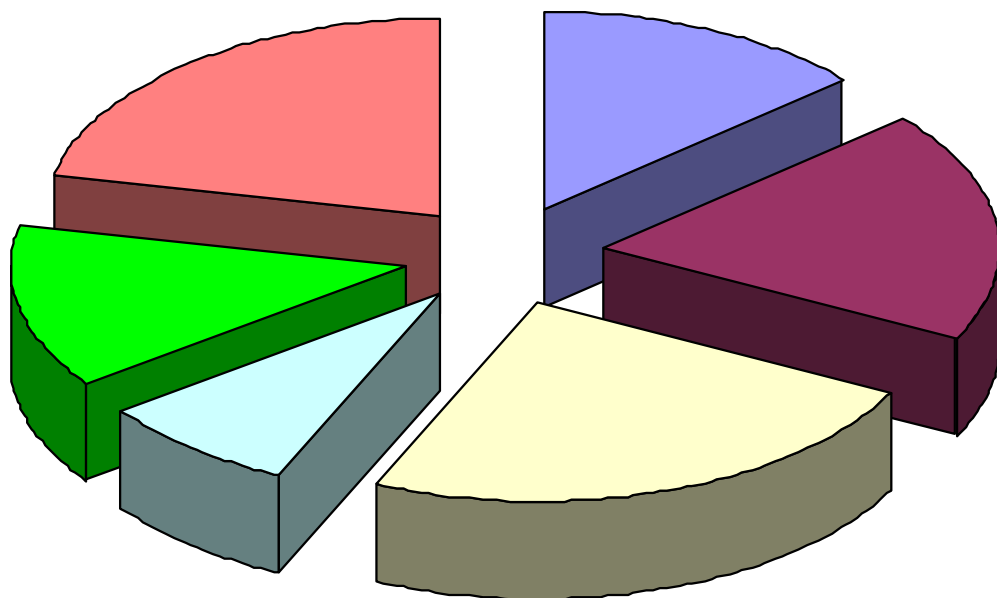


CENTRAL MASS MOSQUITO CONTROL PROJECT

www.cmmcp.org



RESIDENT SURVEY

2013

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 2013 to determine if our staff was meeting acceptable levels of customer satisfaction. This is the same survey that was done in 2005-2012 (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

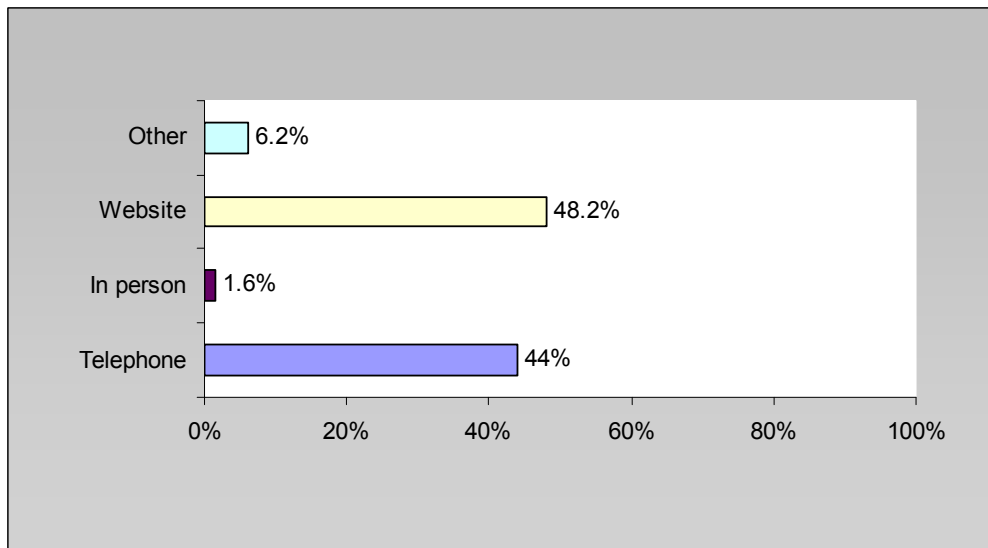
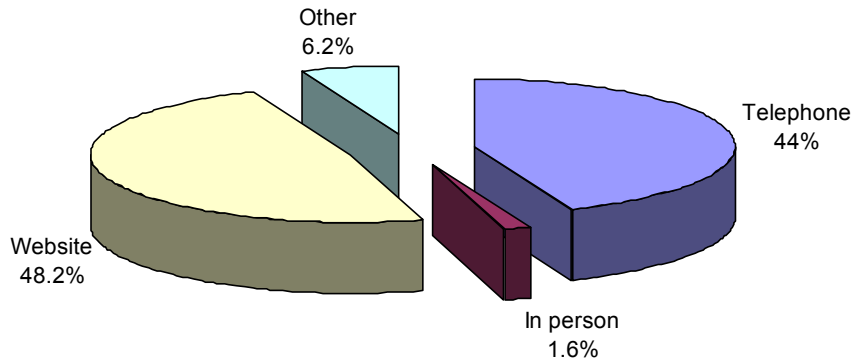
In 2013 we received 13,646 requests for service, ranging from adulticiding to larval control, on par with service requests from 2012 (13,850). 7,461 adulticiding calls were filtered (multiples removed) and placed into a separate database. Service calls were sorted according to town, and each town was tabulated for total requests received in 2013. 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, 2011 & 2012). 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, 256 responses were received (17.06%). 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?

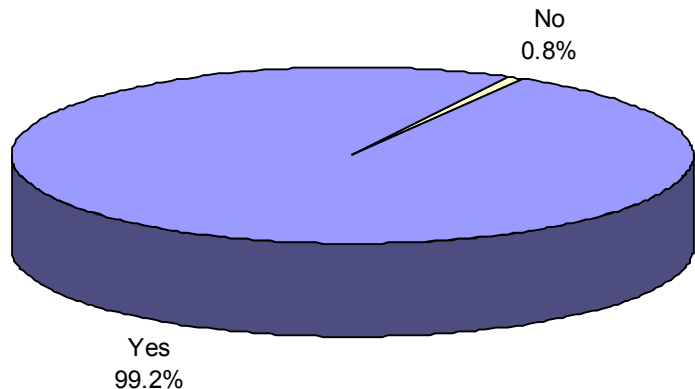
	Number	Percent
Telephone	113	44%
Website	124	48.2%
In person	4	1.6%
Other	16	6.2%
Total	257	



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

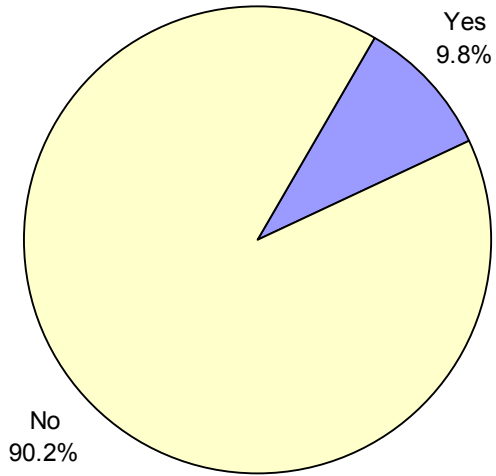
2). If by telephone or in person at the CMMCP office, were your questions or concerns answered to your satisfaction?

	Number	Percent
Yes	122	99.2%
No	1	0.8%
Total	123	

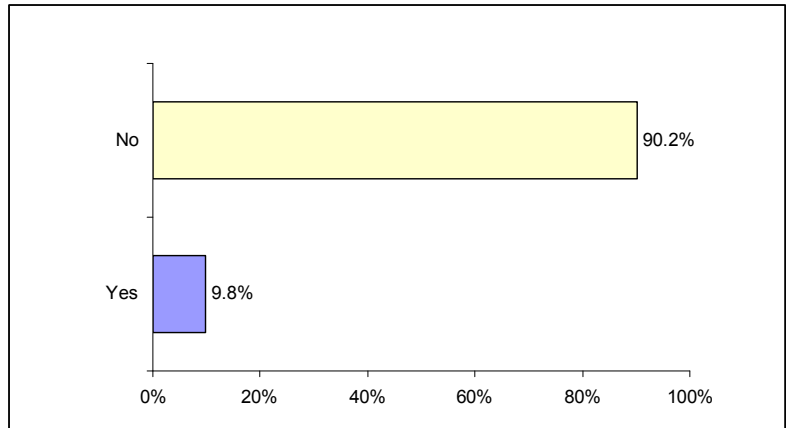


Comments: communication from the operators of the telephone system is clear and effective.

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



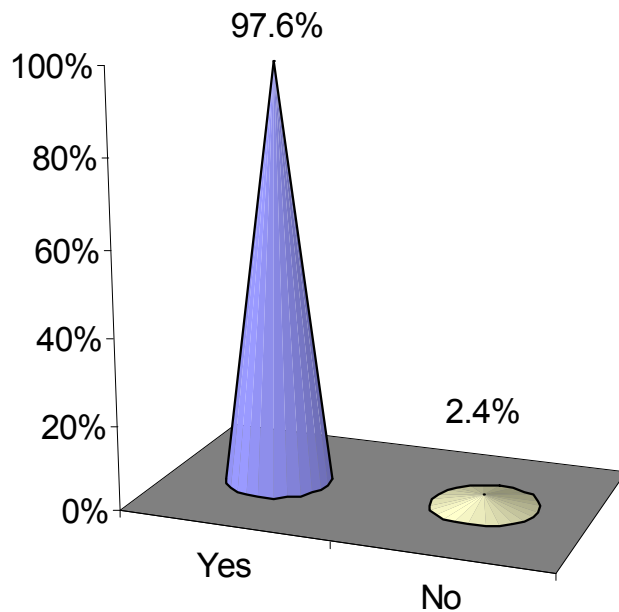
	Number	Percent
Yes	12	9.8%
No	111	90.2%
Total	123	



Comments: 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?

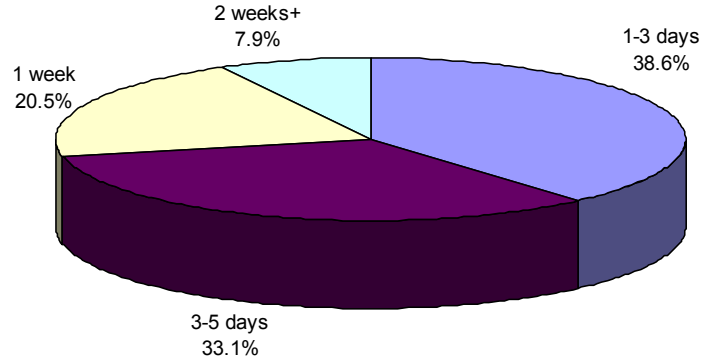
	Number	Percent
Yes	160	97.6%
No	4	2.4%
Total	164	



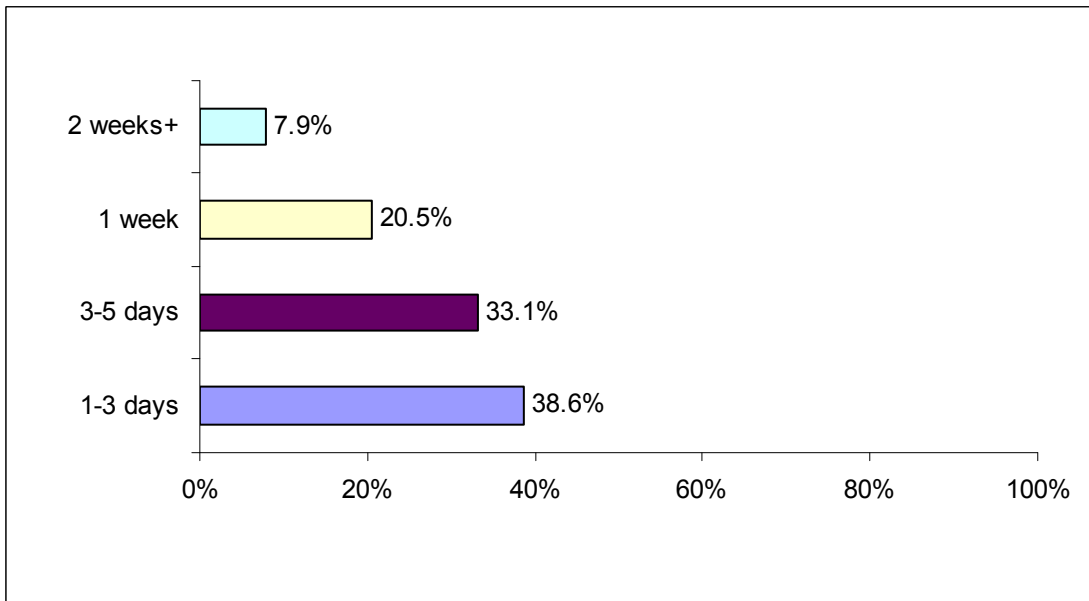
Comments: nearly all respondents found the information they required on the website without difficulty.

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

	Number	Percent
1-3 days	98	38.6%
3-5 days	84	33.1%
1 week	52	20.5%
2 weeks+	20	7.9%
Total	254	

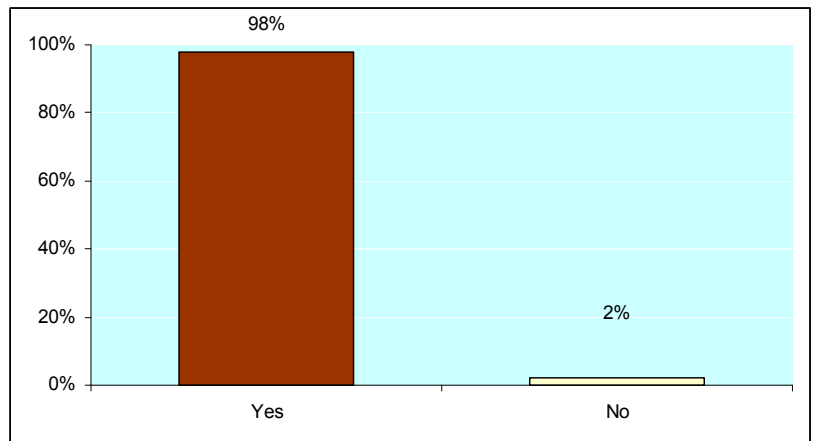


Comments: 92.1% were serviced within one week or less



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

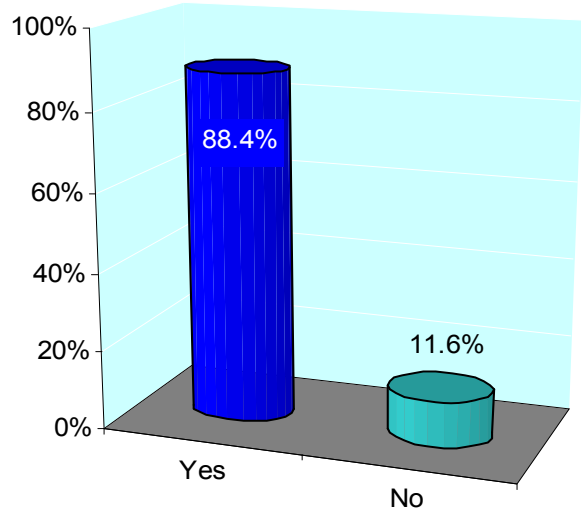
	Number	Percent
Yes	249	98%
No	5	2%
Total	254	



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

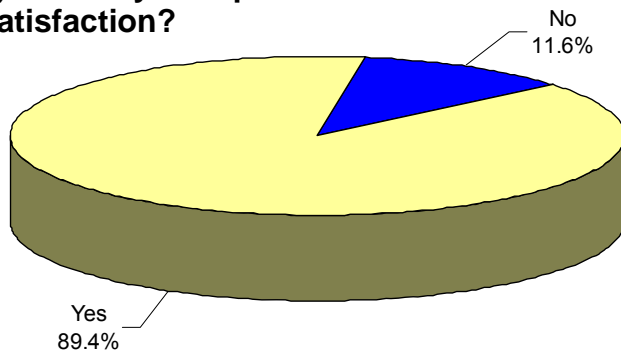
7). When you received service, did our field representative appear knowledgeable and competent about his/her profession?

	Number	Percent
Yes	206	88.4%
No	27	11.6%
Total	233	



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?

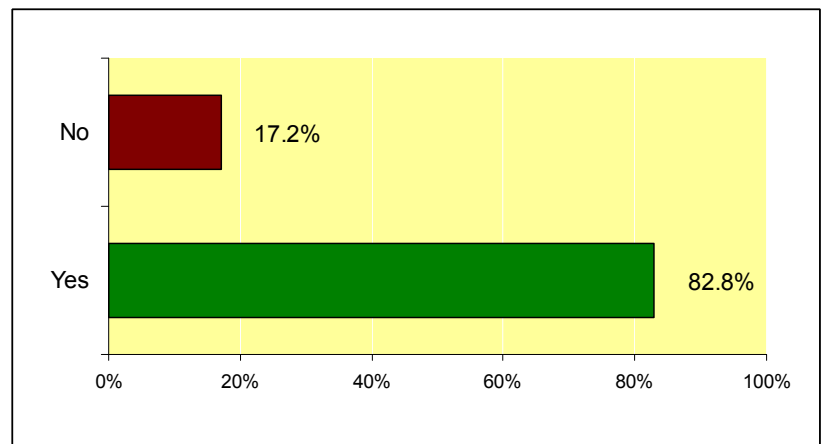


	Number	Percent
Yes	202	89.4%
No	24	10.6%
Total	226	

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?

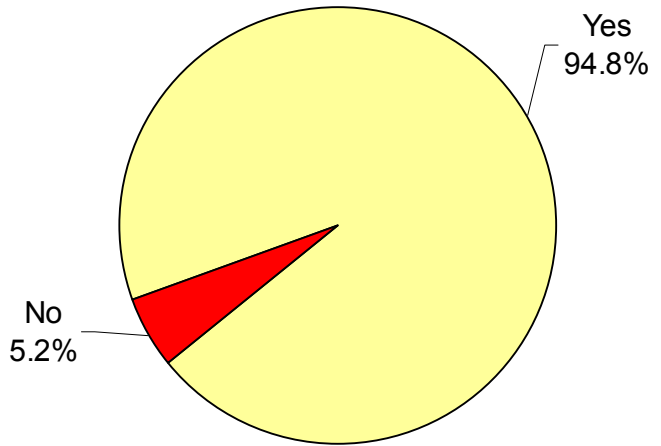
	Number	Percent
Yes	207	82.8%
No	43	17.2%
Total	250	



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

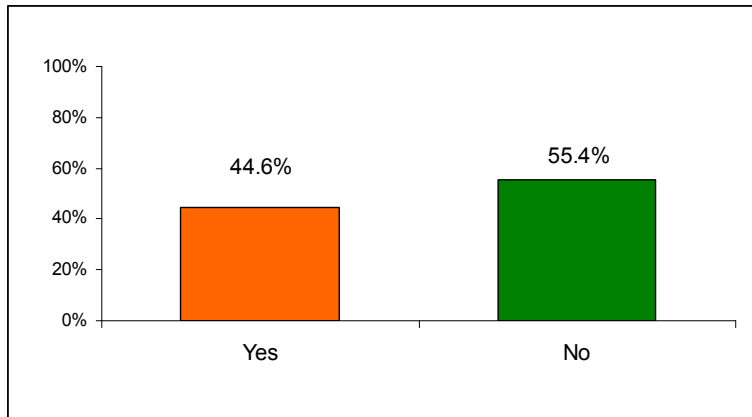
10). Did you find this information useful?

	Number	Percent
Yes	201	94.8%
No	11	5.2%
Total	212	



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

11). Did you request service more than once in 2013?

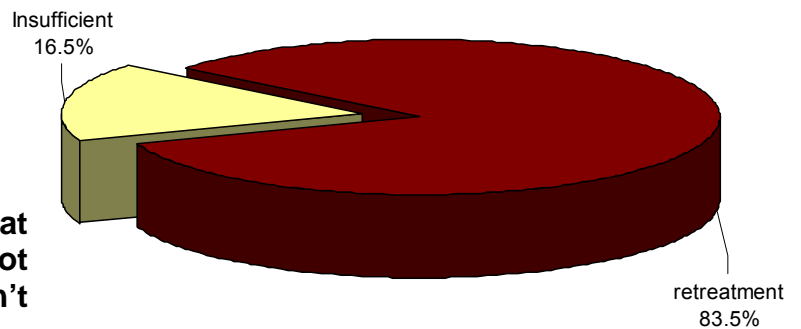


	Number	Percent
Yes	112	44.6%
No	139	55.4%
Total	251	

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

12). If you requested additional service in 2013, was it because the original application was insufficient to meet your needs, or for a later re-treatment or follow up?

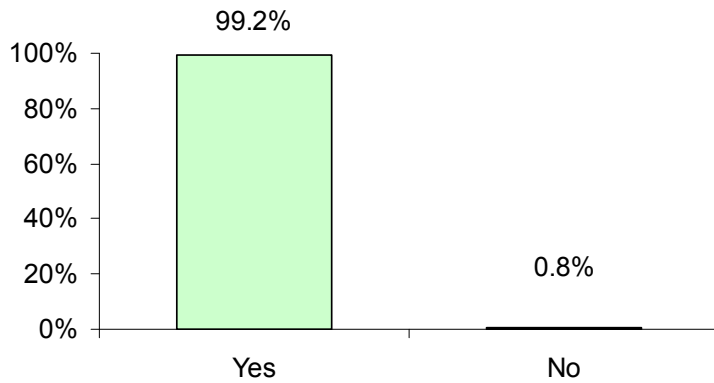
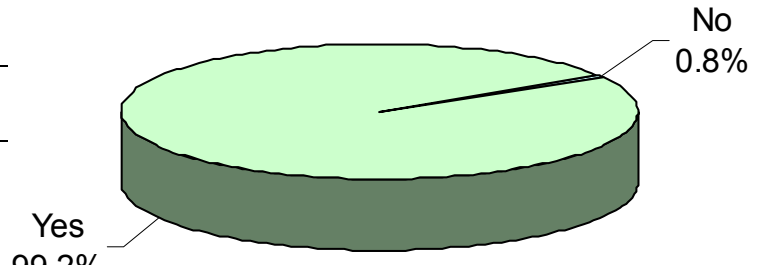
	Number	Percent
Retreatment	101	83.5%
Insufficient	20	16.5%
Total	121	



Comments: over 80% of our repeat calls are for additional service, not because the first application didn't meet their needs.

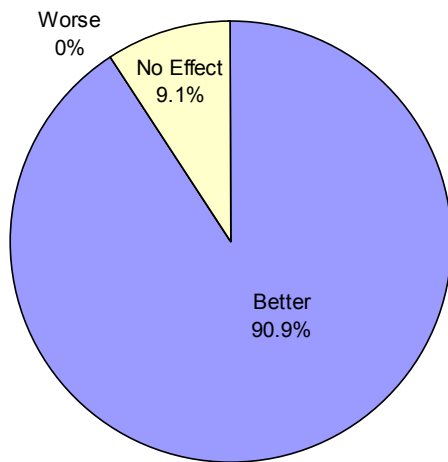
13). Would you/did you recommend our service to others in the future?

	Number	Percent
Yes	246	99.2%
No	2	0.8%
Total	248	

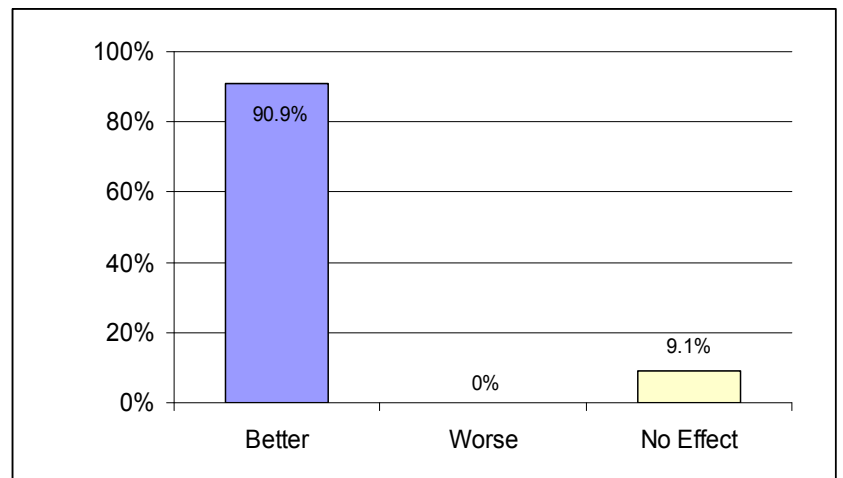


Comments: nearly all residents polled would recommend our services to others.

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

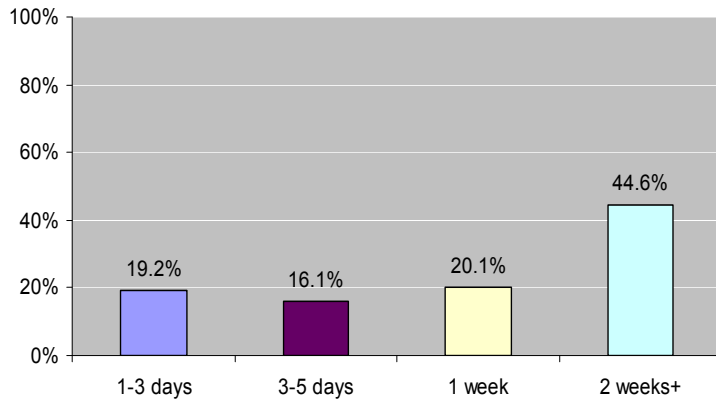


	Number	Percent
Better	229	90.9%
Worse	0	0%
No Effect	23	9.1%
Total	252	



Comments: nearly all residents received relief from mosquitoes from our program.

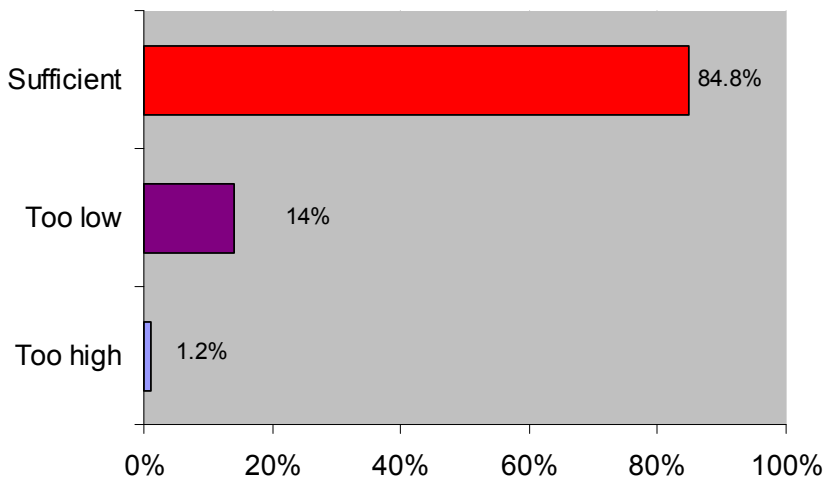
15). If you think your area improved, can you give an approximate length of time you experienced relief from mosquito annoyance?



	Number	Percent
1-3 days	43	19.2%
3-5 days	36	16.1%
1 week	45	20.1%
2 weeks+	100	44.6%
Total	224	

Comments: nearly 2/3 of residents 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?

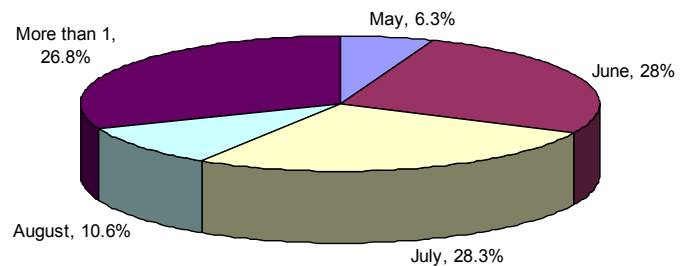


	Number	Percent
Sufficient	206	84.8%
Too Low	34	14%
Too High	3	1.2%
Total	243	

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

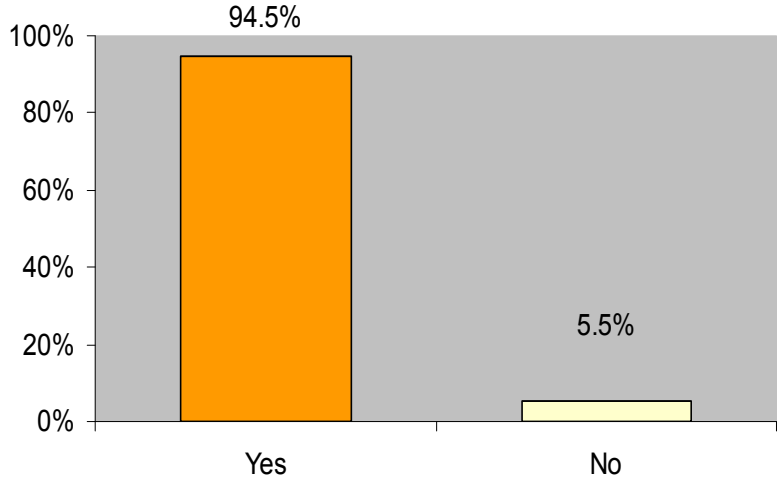
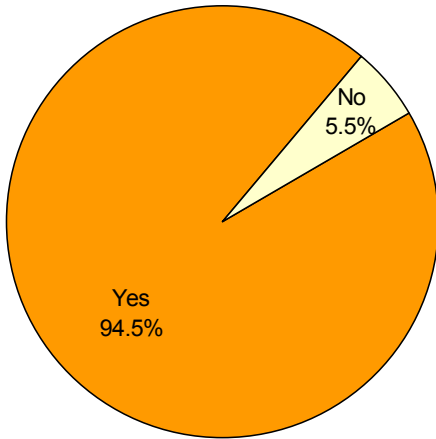
17). In which month or months do you recall receiving service?

	Number	Percent
May	16	6.3%
June	71	28%
July	72	28.3%
August	27	10.6%
More than 1	68	33.2%
Total	254	



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

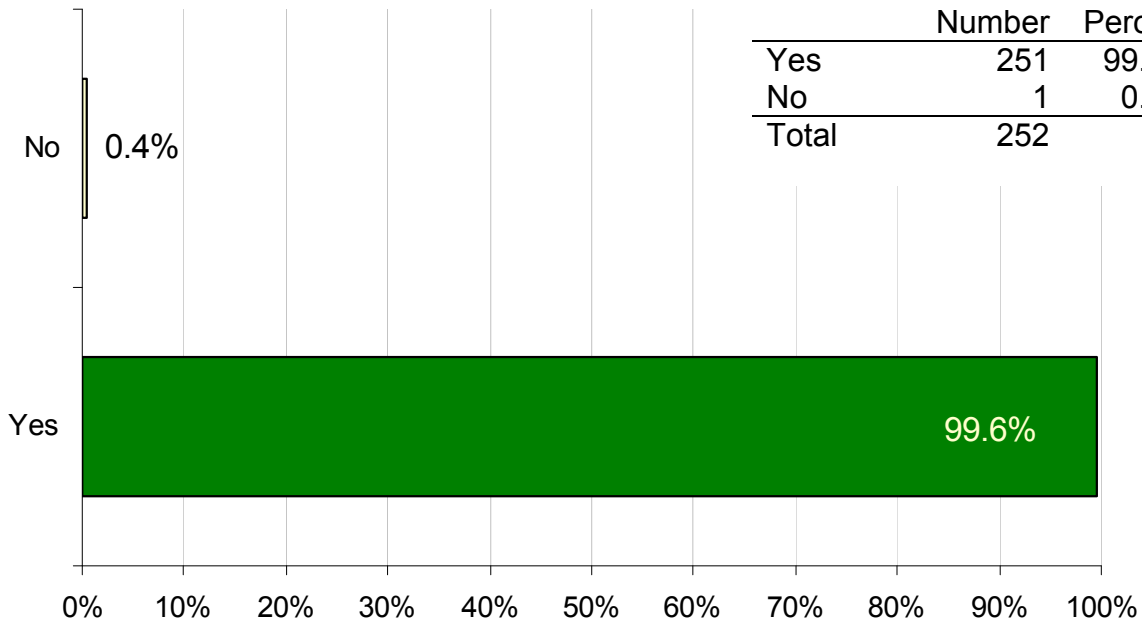
	Number	Percent
Yes	240	94.5%
No	14	5.5%
Total	254	



Comments: over 9 out of 10 residents were happy with the services provided by CMMCP in 2013.

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

	Number	Percent
Yes	251	99.6%
No	1	0.4%
Total	252	

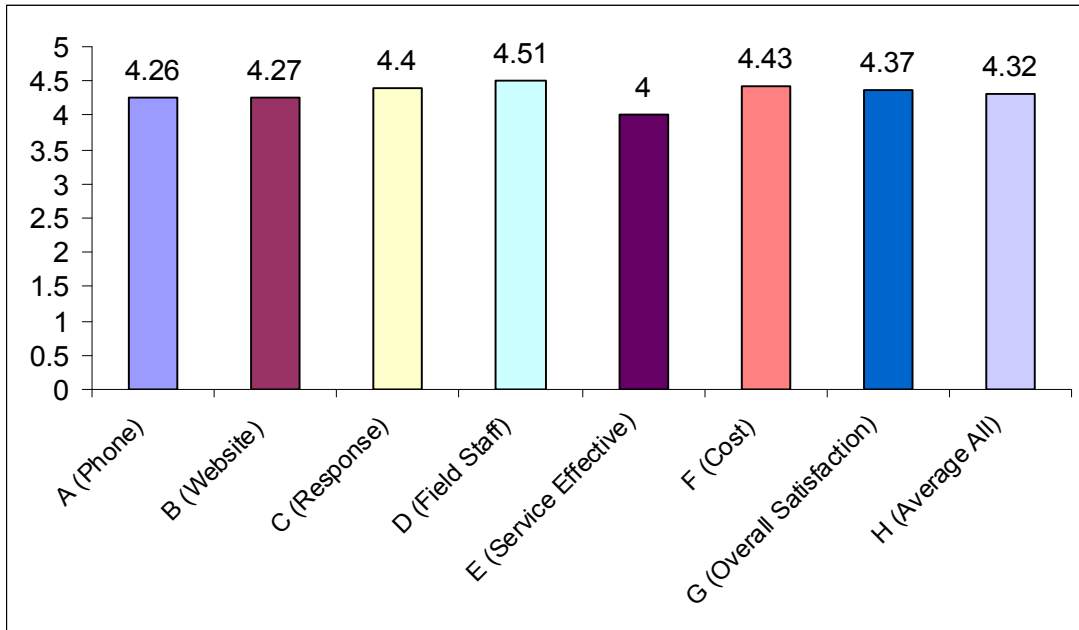


Comments: nearly all residents that used our service will do so again in the future.

Please rate our performance for 2013 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: 558 points from 655 (131 respondents) – **4.26 average** from 5
- B. The information on our website is easily available and helpful: 731 points from 855 (171 respondents) – **4.27 average** from 5
- C. The response time for service is reasonable: 1,114 points out of 1,265 (253 respondents) – **4.4 average** from 5
- D. Our field staff that responded is knowledgeable and competent: 975 points out of 1,080 (216 respondents) – **4.51 average** from 5
- E. The service provided was effective: 993 points out of 1,240 (248 respondents) – **4.00 average** from 5
- F. This service is reasonable compared to the cost: 938 points out of 1,070 (214 respondents) – **4.43 average** from 5
- G. Please rate your overall satisfaction with the service received in 2013: 1,105 points out of 1,265 (253 respondents) – **4.37 average** from 5

Total satisfaction rating: 6,414 points out of 7,430 possible – 4.32 average
1,486 total responses



CONCLUSION

Overall satisfaction was 94.5%, and 99.6% would use our services again in the future. Answers to question #5 shows a 12% reduction in response time from 2011, and question #9 shows a steady result over past years in regards to residents receiving public relations materials. Overall this survey shows high satisfaction amongst the respondents, with some variability in some ratings than in past surveys.



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 2013.